The National Diabetes Education Program:

A Diabetes Community Partnership Guide

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National Diabetes Education Program

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What is the National Diabetes Education Program?

The National Diabetes Education Program (NDEP) is a partnership between the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC). The purpose of the NDEP is to improve the treatment and outcome for people with diabetes, promote early diagnosis, and ultimately prevent the onset of this disease.

What does the NDEP mean by "community"?

The NDEP defines community as the places people live, work, and play. They provide common and trusted access points for reaching people with diabetes, their families, and friends to effectively support them in learning more about diabetes and gaining control over it.

What is the NDEP trying to do?

The NDEP is working to let all Americans know that diabetes is serious, common, costly, and controllable. It has developed campaigns and products to help spread the word and is working with concerned individuals and organizations in communities throughout the country to deliver the message that everyone has a role to play in the fight against diabetes.

The NDEP has created a partnership network comprising public and private organizations concerned about diabetes and the health status of those they serve. With their support, the NDEP is working to raise the profile of diabetes as a serious, common, costly, and controllable disease among key audiences, including the general public, people with diabetes, health care providers, policymakers, purchasers and payors of health care, and business and managed care.

How will the NDEP do it?

Through public service campaigns, community interventions, and the collaborative efforts of the NDEP Partnership Network and concerned individuals and organizations representing communities throughout the country, the NDEP can deliver the message that diabetes is serious, common, costly, and controllable and provide people with diabetes with the support they need to begin to take control of diabetes.

What is the NDEP's message for individuals with diabetes?

Diabetes is serious, common, costly, and controllable. The theme of the first NDEP awareness campaign is "Control your diabetes. For Life."

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Introduction

Why diabetes must be a priority for each of us:

A letter from the NDEP Community Interventions Workgroup

Dear Community Member:

Did you know that 16 million people in the United States are currently living with diabetes and that this disease is diagnosed in more than one-half million people each year? One-third of those with diabetes don't even know they have it because diabetes is a silent thief. Symptoms rarely develop until complications develop. If untreated, diabetes can lead to severe complications such as blindness, kidney and heart disease, stroke, and lower-limb amputations.

The American population is growing more ethnically diverse, aging, gaining weight, and becoming less physically active. As a result, there will be a greater proportion of minorities who are disproportionately affected by diabetes.

Diabetes is a chronic disease for which there is presently no known cure. Year after year, day after day, diabetes is quietly, diligently hard at work forever changing the lives of people with the disease. Helping people with diabetes and their communities learn to control the disease is the only way to make a difference today.

However, *there is good news.* Scientific evidence now shows that treatment of diabetes with diet, physical activity, and new medicines can prevent or delay much of the illness and complications associated with diabetes.

The NDEP has a message for your community: by learning to take control of diabetes, there is hope in the battle against this disease.

You have the power to help your community win the fight against diabetes!

The NDEP invites you to use this guide to begin making a difference in the lives of people with diabetes and those who love them in your community.

Sincerely,

The NDEP Community Interventions Workgroup

Facts:

Source: The Lions Club

- Every year, 170,000 Americans die of diabetes or its complications.
- Every week, 12,000 people learn that they have diabetes.
- Every day, 144 people with diabetes go blind.
- Every hour, three people with diabetes must have a foot, ankle, or leg amputated to save their lives.
- Every minute, 20 people with diabetes undergo kidney dialysis.
- Today, someone with diabetes will die from its complications.

The NDEP Community Interventions Workgroup

- Association of American Indian Physicians
- Association of Asian/Pacific Community Health Organizations
- The Links, Inc.
- Lions Clubs International
- National Coalition of Hispanic Health and Human Services Organizations
- NDEP African American Workgroup
- NDEP American Indian Workgroup
- NDEP Asian American/Pacific Islander Workgroup
- NDEP Hispanic/Latino Workgroup
- U.S. Office of Minority Health
- U.S. Department of Veterans Affairs
- Wyoming Diabetes Control Program

The Special Role of a Community

Diabetes affects people from all walks of life, racial and religious backgrounds, and social and economic levels. Almost everyone knows someone who has diabetes. Most communities are affected by diabetes, whether the person with diabetes be the next door neighbor, co-worker, family member, or friend down the street.

The community members have developed relationships with each other that provide a level of trust, whether that community member be an individual, business, or organization serving the community. Through these relationships, communities provide a variety of unique channels for reaching persons with diabetes. These channels could include a pharmacy, a local hospital or health clinic, a grocery store, a school, or a telephone company.

Communities are perhaps the strongest tool we have to help people with diabetes learn to take control of their disease. By working together, neighbors, families, and friends create an environment in which community members are supported and the overall health of the community is improved.

Whatever community members choose to do, whether it be efforts to increase physical activity, improve eating habits, or just learn more about diabetes, by working together they empower people with diabetes to take control and lead the way to a diabetes-free future for the next generation.

What Is Type 2 Diabetes?

When we eat, our body turns the food into glucose, a form of energy. Glucose, also known as "blood sugar," moves through the body with the help of insulin. Insulin is made by the pancreas and works as a guide, leading the glucose through the bloodstream to provide the body's organs with energy. In type 2 diabetes, either the body does not make enough insulin or the insulin it produces does not work as it should. As a result, glucose is unable to move through the body as it should and begins to build up in the bloodstream, spilling over into other organs. If the buildup goes uncontrolled, over time it begins to put pressure on other organs, such as the heart, kidneys, eyes, and lower legs, where it can often cause permanent damage. The result of uncontrolled diabetes can be complications such as heart attack, blindness, limb amputations, kidney failure, and stroke.

How does blood glucose control help?

Keeping your blood sugar (also called blood glucose) levels in the normal range can make a big difference now and in the future. In the short run, it will help you feel better, stay healthy, and have more energy. In the long run, it will lower your chances of developing complications from diabetes such as eye disease, kidney disease, and nerve damage.

How does losing weight help?

Losing weight helps to lower the body's resistance to insulin. This allows your natural insulin to function better to lower glucose levels. For people who take insulin to control their diabetes, lowering weight may make it possible for the body's own insulin to do a better job of controlling diabetes. As a result, it may be possible for the health care provider to allow the individual to possibly stop taking insulin.

How does increasing physical activity help?

Physical activity helps people with diabetes in two ways. First, exercise helps to remove some of the glucose from the blood for use as energy after a physical activity. This helps to lower blood glucose levels. Physical activity can also help to delay or prevent heart disease, which is the leading cause of death in people with diabetes. Exercise also helps people with diabetes to lose weight and keep it off, and it can help ward off depression and contribute to overall well-being.

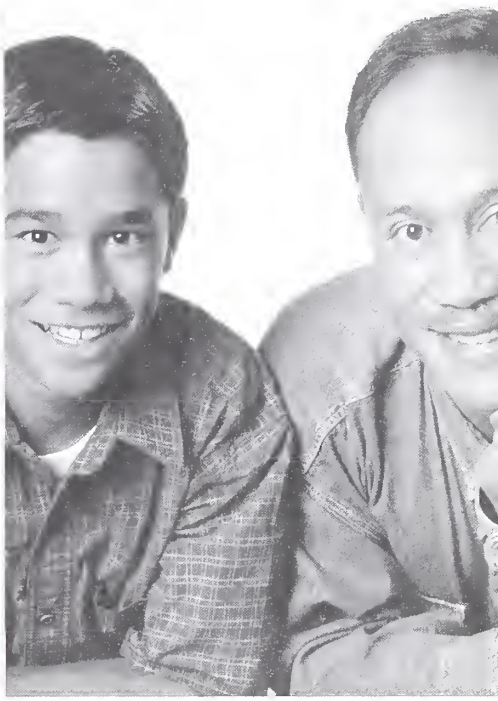
The Myths of Diabetes

"I have a touch of sugar." There is no such thing as a "touch of sugar." You cannot have a "touch" of diabetes any more than you can be a touch pregnant. Having "sugar" means having diabetes. Treat it seriously so that it does not become serious.

"I have sugar in my eye." Uncontrolled diabetes can cause problems with vision, including blindness. If you have diabetes, it is important to learn to control the disease to prevent or delay complications such as blindness. See your health care specialist regularly.

"I am only borderline." There is no such thing as borderline with diabetes. To a lot of people, "borderline" means they don't have to make healthful changes to control diabetes because they don't believe they have it yet. This is not true.

"By drinking water, I can wash away the extra sugar in my blood and cure diabetes." Although you can wash away spilled sugar from a table, the body's own sugar, glucose, cannot be washed away by drinking water. However, you can control your diabetes by eating a healthy diet, staying physically active, losing weight if you are overweight, seeing your health care provider regularly, taking any medications as prescribed, and monitoring your blood sugar regularly.



"Insulin is a cure for diabetes." Insulin is not a cure for diabetes. At this point, there is no cure for diabetes, only medicine and behaviors that help to control it. Insulin helps to control diabetes by keeping the body's sugar, glucose, from building up in the bloodstream.

"It's called sugar diabetes, so it must come from the sugar I eat." When you eat food, the body turns it into a form of energy called glucose, also known as "blood sugar." Glucose is not the refined sugar you buy over the counter, and it cannot be washed away. Insulin helps move glucose into the body's cells for energy. When the body's own insulin is inadequate or insufficient, the glucose (blood sugar) starts to build up in the bloodstream.

"If I'm not taking medicine for diabetes, it must not be serious." Not everyone who has diabetes needs to take insulin, but diabetes is always serious. If the body can produce insulin, other steps can be taken to help keep the insulin working effectively. These include weight loss, a healthy diet, regular visits to your health care provider, and regular physical activity.

"I have diabetes and I've seen its affect on family members. I know there is nothing I can do about it." Remember, diabetes is serious, common, costly, and CONTROLLABLE. There are many things people with diabetes can do to live a full life, while preventing or delaying complications. You can control your diabetes by eating a healthy diet, staying physically active, losing weight, seeing your health care provider regularly, taking medications as prescribed, and monitoring your blood sugar regularly.

Using This Guide

Who can use this guide? Everyone has a role to play:

- Individuals
- Organizations
- Diabetes experts
- Other health professionals

The NDEP has developed this guide to provide you with ideas, tools, and tips to help your community take action toward controlling diabetes. By using this guide to work with others in your community, you can help raise awareness and support people with diabetes in making and maintaining the changes necessary to become a community in control of diabetes.

For individuals and organizations

Do you need to have a health care background or be an expert in diabetes to participate? No. You might place diabetes information in local grocery stores or beauty shops. Maybe you'll organize a community walk for health. You might develop a booklet of resources for people with diabetes in your community. These are just a few of the many ways one person can make a big difference in the lives of people with diabetes. In addition, by partnering with diabetes and other health professionals, you can gain expertise and increase resources to support your activities.

For organizations

Community diabetes control projects provide an excellent opportunity for neighbors, family members, worksites, places of worship, coalitions, professional associations, clubs, restaurants, and many others to become more involved in the communities in which they live and work.

For diabetes experts and other health professionals

Do you have a special role to play if you are an expert in diabetes or are some other health professional? Yes! As an expert in diabetes, you can be a valuable resource to your community in many ways. You can help to encourage involvement by nontraditional partners such as religious institutions, provide access to information and materials, provide training and leadership, and serve as a quality control specialist for others engaging in diabetes promotion or intervention activities.

Use this guide to bring together diverse organizations that are part of the community. Work with them to help them determine what they can do and provide the technical expertise to help them do it successfully.

Who Is the NDEP Trying To Reach?

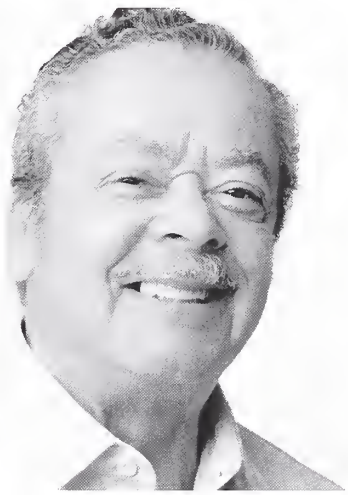
Individuals with type 2 diabetes

The first wave of the NDEP public awareness campaign and activities is focused on people with type 2 diabetes because 90 to 95 percent of Americans with diabetes have type 2. Type 2 diabetes typically develops during the adult years, with the average age of onset in the middle years of life.

Individuals with type 2 diabetes typically are:

- **45 years old by the time the disease is diagnosed.** However, more often, type 2 diabetes develops in individuals in their 20s and 30s, particularly among minority populations.
- **All races and ethnicities.** However, minority populations (American Indians, Hispanic Americans, African Americans, Asian Americans, and Pacific Islanders) have the highest incidence of diabetes.
- **Experiencing the complications of diabetes by the time it is diagnosed.**
- **Those with a family history of diabetes.**

American Indians, African Americans, Hispanics and Latinos, Asian Americans, and Pacific Islanders with uncontrolled diabetes are at far greater risk of developing complications such as heart disease, kidney disease, blindness, and nerve damage.



Where Can We Deliver the NDEP Message?

Typical places for effectively delivering diabetes messages

Neighborhood clinics
Hospitals
Senior centers
Specialists' offices
Pharmacies
Seniors' clubs
Public health centers

But have you also thought of these great locations?

Places of worship
Family reunions and picnics
Community festivals
Ethnic fairs and festivals
Grocery stores
Shopping malls
Powwows
Fiestas
Village competitions
Neighborhood sporting events (soccer, basketball, baseball)
Restaurants
English-as-a-second-language classes (ESL)
Senior housing facilities
County fairs
Farm bureaus
Tractor shows
Bingo parlors
Bowling alleys
Livestock shows
Courthouses and city halls
Pool halls and taverns

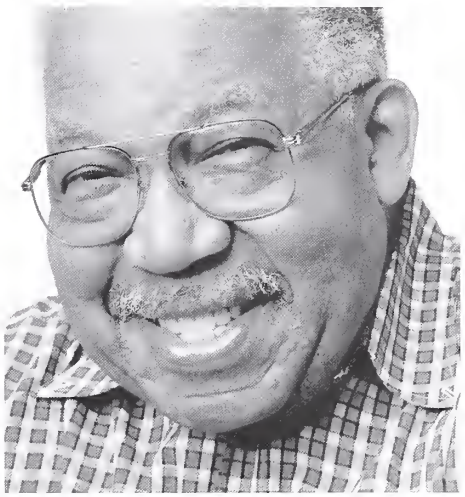
Where people live, work, play: the community.

Diabetes affects people in cities and in rural areas. It affects people of all socioeconomic levels—but especially people with lower incomes and limited access to health care. The best way to reach people with diabetes with messages and activities is where they are as part of their daily lives. If you reach people where they live, work, and play, they are more likely to hear your message and respond to it.

Diabetes messages can be delivered in offices, factories, hospitals, utility companies, and places of worship. Diabetes messages delivered when people are grocery shopping, visiting the pharmacy, and dining out can provide people with the information they need to make important choices that will help them to control the disease. Taking diabetes messages to senior centers, powwows, church picnics, fiestas, and ethnic festivals where traditional ethnic foods are served can help people understand the importance of a healthy diet in controlling diabetes. Diabetes messages can also be delivered on the playing field, whether that field is bingo night at a club, a basketball court, or a senior Olympics tournament.

What Does the NDEP Want People With Diabetes To Know?

- **Diabetes is serious.** Diabetes is the leading cause of adult blindness, kidney disease, heart disease and stroke, and foot or leg amputations. Uncontrolled, diabetes kills.
- **Diabetes is common.** As many as 16 million Americans have diabetes, and the number is growing. They are African American, American Indian, Hispanic/Latino, Asian American, Pacific Islander, and Caucasian.
- **Diabetes is costly.** In 1997, diabetes cost the United States $98 billion. The human cost of uncontrolled diabetes is even higher: a reduced quality of life caused by disabling conditions tied to the complications of diabetes.
- **Diabetes is controllable.** Most importantly, having diabetes is **not** the end of the world. Eating healthy, being physically active, monitoring blood glucose levels regularly, taking medications in the right amount and as prescribed, seeing a health care team, stopping smoking, and losing weight all help to control diabetes.
- **Who's at risk?** All Americans are at risk, but older Americans, low-income people, smokers, physically inactive people, those with a family history of diabetes, and overweight individuals are at greater risk. At highest risk are minority populations, including American Indians, African Americans, Hispanics/Latinos, Asian Americans, and Pacific Islanders, in whom type 2 diabetes often occurs in their 20s and 30s.
- **What resources can be used to help those at risk?** Resources include diabetes education classes and information, health services and screenings, transportation assistance, nutrition education, physical activity classes, and prescription assistance programs.



Healthful eating

Physical activity

Blood glucose monitoring

Medication

Here's What Communities Can Do To Encourage People With Diabetes To Take Control

Help persons with diabetes to do the following:

- **Learn more about diabetes.** Contact local hospitals, the American Diabetes Association, and State diabetes control programs. Read the NDEP's brochure "Tips for Feeling Better and Staying Healthy" to learn more about type 2 diabetes and ways to control it.

- **Get moving.** Start to walk, dance, swim, garden, play, bowl, stretch. Contact local recreation departments, senior centers, or local affiliates of the National Association of Governor's Councils on Physical Fitness and Sports to learn about physical activity classes in the community.

- **Get support.** Ask local hospitals, the State diabetes control program, or the American Association of Diabetes Educators (AADE) about support groups for people with diabetes and their families. Learn about general wellness and health support groups that the whole community can join that can improve everyone's health.

- **See a health care team regularly and get to know their blood sugar numbers.** Ask for regular health checks, including blood pressure, cholesterol, and blood fat tests. Have their feet, eyes, and kidneys checked at least once a year, or more often if they have problems.

- **Monitor blood sugar regularly with the finger-stick test and a blood glucose meter.** This simple test tells what a person's blood sugar level is at the time of the test.

- **Ask for the hemoglobin A1c (HbA1c) test at least twice a year.** The HbA1c test is a simple lab test that shows the average amount of sugar that has been in an individual's blood over the past 3 months.

- **Learn new ways of preparing favorite recipes.** Call the American Dietetics Association, local Cooperative Extension Office, nutrition department at a university, or local cooking school or check the Internet.

- **Adopt traditions that kept their elders healthy and fit.** Walking, engaging in traditional dance, and eating whole grains, fruits, and vegetables will all make an important difference in controlling diabetes.

- **Take their medicines in the correct amounts and as the doctor ordered.**

- **Talk to their health care provider.** Tell their health care provider how they feel and whether they are experiencing any changes in their health. People with diabetes should ask questions if there is something they do not understand.

Notes:

Partnering to Control Diabetes

Who Can Help? Community Partners

Forming partnerships with other organizations in the community will increase the available resources and expertise for your projects. Talk to those in charge at the places people in your community visit as part of their regular routines. Remember to include both traditional and nontraditional organizations as partners. By enlisting the support of trusted organizations that know the community, you have the medical expertise, resources, and knowledge needed to help ensure that your activity is a success. You'll be surprised to find who will be willing to help.

Traditional

- Hospitals
- Neighborhood clinics
- Government agencies
- Senior centers
- Diabetes educators
- American Diabetes Association
- State diabetes control programs

Nontraditional

- Beauty and barber shops
- Neighborhood pharmacies
- Private businesses
- Religious institutions
- Minority organizations
- Cooperative Extension Office
- Rural development centers
- Farm bureaus
- 4-H clubs
- Ladies auxillary
- Movie theaters
- Schools
- Grocery stores
- Recreation departments
- Service clubs
- Many others

What can they do?

The grocery store might provide space to hang an NDEP poster. The hospital might put NDEP brochures in patient waiting areas. Retailers might provide senior citizen discounts for physical activity supplies. The neighborhood clinic might host a foot exam. Partnering with others to help control diabetes in your community can ensure that your activities are a success. Here are some of the many ways partners can help:

Access to the audience
Expert information on diabetes
Distribution channels
Advertising space
Donated space
Volunteers
Support services
Letters of support
Donated printing
Money
Transportation
Health care

Local diabetes experts can help.

Many of the organizations listed below have State or local chapters that can provide your community with information, resources, and support for your diabetes control activities.

State Diabetes Control Programs

http://www.cdc.gov/diabetes
1-877-232-3422

Every State has a diabetes control program located in your state health department. State diabetes program staff can provide your community with expert information and guidance on controlling diabetes. They can also provide your community with information on NDEP campaign products and help link your community to available resources for people with diabetes and their families.

American Association of Diabetes Educators (AADE)

http://www.aade.net.org
1-800-338-3633
Call 1-800-TEAMUP4 to find a local diabetes educator.

The AADE is made up of a wide variety of health professionals who are involved in educating people about diabetes. The AADE has a number of State and regional chapters that sponsor educational conferences for health professionals and is a great source (via the Diabetes Educator Access Line) for referrals to nurse educators and physicians in your area who specialize in diabetes.

American Diabetes Association

http://www.diabetes.org
1-800-DIABETES (1-888-342-2383)

The mission of the American Diabetes Association is to prevent and cure diabetes and improve the lives of all people affected by diabetes. To support this mission, the Association offers programs and activities in the areas of diabetes information, advocacy, and research.

The American Diabetes Association has developed special campaigns for people with diabetes and those at risk. Basic diabetes information and nutrition and fitness messages are key components of the Association's African American, Hispanic, and Native American programs. Diabetes management issues are addressed through the American Diabetes Month Program, while the diabetes risk test is the key component of the Association's American Diabetes Alert campaign.

The American Diabetes Association is active in communities nationwide with offices in all 50 States and the District of Columbia. Your local American Diabetes Association can be reached by calling toll free 1-888-DIABETES (1-888-2383) or on the American Diabetes Association Web site at www.diabetes.org.

American Dietetic Association (ADA)

http://www.eatright.org
1-800-877-1600

The ADA serves the public by promoting optimal nutrition, health, and well-being. The 4,700 members of the Diabetes Care and Education Practice Group (DCE) of the ADA are registered dietitians, dietetic technicians, and other members with an interest in diabetes. The DCE promotes quality nutrition care and education to people with diabetes and their families, the DCE membership, other professional organizations, and industry by advocating a proactive position on nutrition and diabetes issues and by responding to the needs of diabetes organizations.

The American Dietetic Association also provides daily nutrition tips, healthy lifestyle tips, information for professionals, and an opportunity to take a closer look at yourself, your current food decisions, and your lifestyle through its "Rate Your Plate" quiz. Log on to the ADA Web site at www.eatright.org.

State Cooperative Extension Offices

(Cooperative State Research, Education, and Extension Service[CSREES])

Contact your local county extension office (listed under local government in the telephone directory), a land-grant university, or the CSREES at 202-720-3029.

The CSREES focuses on critical issues affecting people's daily lives and the Nation's future. The CSREES responds to predominant quality-of-life problems—improving agricultural productivity; creating new products; protecting animal and plant health; promoting human nutrition and health; strengthening children, youth, and families; and revitalizing rural American communities. The CSREES

accomplishes this through strategic planning and the development of research and education programs in cooperation with its partners.

Extension specialists and agents are often registered dietitians with extensive experience in providing guidance on preparing meals and healthy eating for people with diabetes and their families.

Lions Clubs

http://www.lionsclubs.org/

With 1.4 million members in 43,000 clubs, the Lions Clubs sponsor humanitarian projects in communities throughout the world. The clubs are actively involved in programs related to the prevention and treatment of diabetic eye disease, including public and community education programs and provision of financial and other kinds of assistance to diabetic patients with eye disorders.

Lions Clubs have a variety of materials on diabetes and diabetic eye disease that may be useful for your community. They also may be able to provide your group with support for your community diabetes activities. The Lions Clubs is a great organization to contact if you are planning an activity in January—National Eye Health Month—because of the link between diabetes and sight (diabetic retinopathy).

National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

http://www.niddk.nih.gov
301-496-3583

The NIDDK's educational programs and activities to improve public knowledge of diabetes include sponsorship of the National Diabetes Education Program with the CDC, the National Diabetes Information Clearinghouse, and the National Diabetes Outreach Program, which sponsors the Feet Can Last a Lifetime campaign. The National Diabetes Information Clearinghouse provides information about diabetes to people with diabetes and their families, health care professionals, and the public. Through the clearing-house—(301) 654-3327—communities can order an array of brochures, pamphlets, how-to kits, and other materials on controlling diabetes.

Tips on selecting diabetes partners

- **Remember, everyone has something to contribute.**
- **Choose organizations with common goals and interests,** even though their primary focus may be something other than diabetes prevention and control. For instance, an organization whose primary goal is to serve as an advocate for children and families still has improving the well-being of a community as its primary interest.
- **Make a list of possible partners** and learn more about them to help determine whether they are the right organizations for a community diabetes awareness program. What is their primary area of interest? How might they fit into a community diabetes awareness program?
- **Don't dismiss local groups who are not health experts because diabetes is not their primary field.** The local beauty shop will not have the expertise of a health care professional, but it is visited every day by women with diabetes. As a partner, the beauty shop can help you reach your audience in a comfortable, trusted environment. Together, you might host a day titled "Controlling Diabetes Is Beautiful."
- **Talk to neighbors, local organizations, and officials.** They may know of other organizations interested in participating in diabetes control activities for the community.
- **Watch the news.** Which organizations in your community are active in diabetes issues and improving the health or well-being of the community? Who are their partners? Read the paper and listen to the radio. What ethnic fairs or community festivals are coming up? What health fairs are planned? Is there an American Indian wellness day coming up soon? Contact the organizers and ask if you can participate with diabetes activities.
- **Integrate diabetes into other health programs** available in the community, such as programs on nutrition, physical activity, and smoking cessation.

Tips for contacting potential partners

Effective partnerships involve each party coming together to assess community needs, determine what's already under way by each party, identify the needs remaining to be filled, and develop a plan of action to fill these gaps.

Start by contacting prospective partners to schedule a meeting.

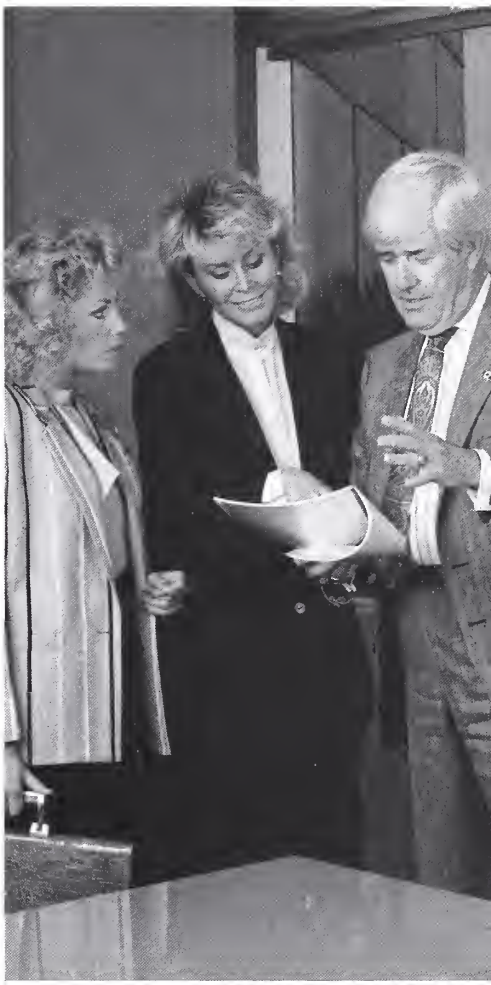
The first meeting should be a discussion by partners to address the following topics:

- What is the burden of diabetes in our community?
- What are prospective partners already doing in the area of diabetes?
- How can we help each other enhance these efforts?
- What gaps remain? What else can be done?
- How can we collaborate to fill these gaps?

Contact prospective partners early, in the planning stages, so that they can plan for their involvement.

- **Start by calling the manager or community affairs department.** Most local organizations and businesses will have a manager or director as their primary contact for the community. Larger organizations will likely have a community affairs department or public relations office, which can direct you to the appropriate person to participate in the planning meeting.
- **Briefly explain that you are inviting the organization to join in planning a community diabetes awareness program.** Share "facts" on diabetes and any information you have collected on its impact in your community.
- **Know what's in it for them.** How will the organization benefit from its involvement in a community diabetes awareness effort? Will there be opportunities for it to work with other organizations with a similar interest? Will it increase its exposure in the community, which can positively affect its business? Will flyers or other promotional materials be developed on which its name can be listed as a participant?
- **Select two or three possible dates for a meeting** of the prospective partners and canvass these dates with participants when you speak with them. Once a date has been narrowed down by a majority of the participants, notify everyone of the date, time, and place for the meeting.
- **Finally, send a formal letter** to each organization inviting them to the meeting and thanking them for their interest in this important effort for the community. Include any background materials on diabetes or develop a simple factsheet on diabetes in your community.

Helpful partnering hints



- **Get permission early.** Corporate offices of major chain stores often have to give permission for their stores' involvement in a diabetes activity. Get the phone number for their public affairs office by calling 1-800-555-1212 for toll-free information.
- **I'm all meeting-ed out!** Don't just meet to meet. Develop an agenda and have a role in the meeting for all potential partners to play. What are partners already doing in the community to combat diabetes? How can you work together to support each other's efforts? What's left to be done, and how can you work together to meet the need?
- **Be generous with praise.** Share the results with your partners. Thank them for their support and participation. Let them know that their efforts and partnership with the community made a positive difference in the lives of people in the community.
- **Talk to me!** Your partners need to hear from you to feel connected. A periodic letter, regular meeting notes, or e-mails will keep them informed and interested. Regular contact can also help to keep your community and diabetes in their minds during their budget planning season.
- **Plan it!** Start working on a long-range plan for controlling diabetes in your community. Who will do what? Identify possible roles for partners at various levels of involvement. Figure out what each partner is best at (fundraising, printing, writing flyers, working with volunteers, etc.) and then let them coordinate that area.
- **Acknowledge and thank partners.** Remember to recognize the support and contributions of partners. Find opportunities to thank partners publicly whenever possible and send thank-you letters or certificates of appreciation as well.
- **Recognize that each organization** has unique contributions to offer.
- **Eliminate duplication of services,** enhance partner efforts, and fill unmet needs to develop a collaborative effort in which everyone is working toward a common good.

Sample letter to potential partners

Dear (name),

You are invited to join us as a partner in the effort to control diabetes in our community. Diabetes is a chronic disease that affects 16 million Americans. Hispanic Americans, American Indians, African Americans, Asian Americans, and Pacific Islanders are at greatest risk of developing complications from uncontrolled diabetes. These complications include amputations, kidney damage, blindness, and heart disease.

In (name of State), about (#) people are living with diabetes, according to the (State) diabetes control program.

In/On (date) we are holding the (name of event) to draw attention to the need to control diabetes in our community. Working with us in this effort are (names of partners, i.e., the local printer, grocery store, hospital, etc.). The event will be held at (location) from (start time) to (end time). We are publicizing the event through the local media and flyers, which will include the names of our partners. The event will be free to the public, and all are encouraged to attend.

We consider you to be a valued member of our community, and we hope that you will support us in this important effort by providing (funding, volunteers, materials, exhibits, facilities, services, etc.). Any support you can provide will be greatly appreciated and publicly recognized in our promotional materials for the event.

I would welcome the opportunity to talk with you to discuss possible ways we can work together. I will call you in the next week to schedule a time to meet. In the meantime, if you have questions or need more information, please give me a call at (phone number).

I look forward to speaking with you soon.

Sincerely,

(name)

The Planning Meeting

This is where you'll lay the groundwork for your activity. Be sure you've invited partners who can help you reach your audience, deliver your message, and support you with accurate information, services, and resources.

1. Who are you trying to reach in the community? Describe your community. What is the race, religion, or ethnic origin of community members? Are they senior citizens or younger families with children? Take time to really think about the people in your community. This is the audience for your diabetes control activities.
2. What do you want to achieve with the diabetes activity or intervention?
   - Improved awareness that diabetes is serious, common, costly, and controllable?
   - Information on services and resources for people with diabetes?
   - Show the community how to control diabetes through physical activity, healthy eating, and blood glucose monitoring?
   - Get people with diabetes to ask their doctor for a HbA1c test?
   - Improved access to care for people with diabetes?
   - Direct services, such as transportation and support groups?
   - Provide people with diabetes with preventive screenings, such as blood pressure checks and foot screenings?
   - Other goals?
3. Identify possible long-term and short-term activities and discuss how partners might participate.
4. Select a diabetes control activity and begin planning for the activity. What will it cost and who can help? When do you want to schedule the activity? Where might you hold the activity? Who else should you invite to participate?
5. Let partners make suggestions about what they can contribute and include this in the meeting notes. Identify additional organizations that might be interested in participating in the activity.
6. Who will do what? Make initial assignments.
7. Set the next meeting date.

What might our plan look like?

Community:	Mayberry
Audience:	Individuals with diabetes and individuals at risk for diabetes
Profile:	Family-oriented, ethnically diverse, low-income community; many community members have diabetes or have family members with complications from diabetes
Goal:	Reduce complications of diabetes in community members
Objective:	Improve community's knowledge of diabetes as a serious, controllable disease
Objective:	Get the community to practice healthful lifestyle changes by encouraging the whole family to participate in activities designed to increase their physical activity levels
Activity #1:	Community Walk to Wellness
Organizer:	Local faith leaders, with help from the local sheriff, his aunt, and the deputy
Delivery:	Local park
Partners:	Parks and Recreation department, religious leaders, sports store, grocery store, beauty shop, barber shop, shoe store, and local television and radio stations

Planning a Diabetes Activity for Your Community

Reaching Out to Diverse Communities—
Where to Start

Talk to community leaders, including local faith leaders, local minority organizations, minority clubs, and community-based clinic staff. Also, remember to ask, "Who are the community leaders?" How do ideas get implemented? It may not be how or by whom you think. The community leaders may be the grandmothers who meet the neighborhood children at the bus stop. It might be the same elderly gentleman who started the neighborhood watch or the couple who organizes the annual neighborhood party, yard sale, or village competition. Just by asking, you can find out who the natural leaders are when it comes to organizing community activities and getting the community involved.

In American Indian and Alaska Native communities, start by talking with the tribal council, or those who can introduce you, such as local Indian Health Service representatives, tribal elders, or local members of American Indian and Alaska Native organizations such as the Association of American Indian Physicians.

In African American communities, be sure to talk to community leaders such as local clergy, church and civic ladies' and men's clubs, representatives of local minority organizations such as 100 Black Men or the National Urban League, and members of local chapters of sororities and fraternities such as Chi Eta Phi.

In Hispanic and Latino communities, talk to local clergy, promotoras (community health workers), church and civic community group members such as the Spanish Catholic Center, representatives of local minority organizations such as the National Council of La Raza, and neighborhood clinic staff.

In Asian American communities, talk to local women's groups, business leaders, community clinic staff, and representatives of local minority organizations such as the Association of Asian/Pacific Community Health Organiations (AAPCHO), and the Indochinese Community Center and the Asian Services Center based in Washington, D.C.

The Next Step

The best way to understand any community or audience different from your own is to talk to the people. Talk to community elders, leaders, and possible partners in the community and explain that you would like to work with the community to control diabetes. The personal touch—a scheduled visit or phone call—is important, especially among some special populations and in the South and rural areas. Ask for advice and be willing to listen openly. By taking the time to listen and learn, you will build a stronger, more respectful relationship with the community—a foundation for success. You will learn about partners you may never have considered, gain a better understanding of what is needed and how to provide it, and develop an insight that will enrich your future activities. By working together with the community, you will create strong, meaningful projects that help community members control diabetes.

Take a look through the eyes of the community.

These questions will help you see the problems and possible solutions for diabetes control from the community's perspective.

- Does the community view diabetes as a problem?
- What are the community members' main concerns about diabetes?
- What do people in the community know about diabetes?
- What can be done about diabetes?
- What prevents members of the community from controlling diabetes?
- Why do people want to control diabetes?
- What would help people learn to control diabetes?
- What do people need to help them improve their health and control diabetes?
- What's available in the community?
- What's missing?
- What kinds of activities do members of the community enjoy? (Bowling, gardening, walking, family picnics, yard sales, bingo, etc.)
- When is the best time and place to conduct an activity?
- Who should be involved?

Choosing an Activity

Don't reinvent the wheel.

First, learn about what's already available. Then, you can figure out how you can join or how you can work on providing what is missing.

Find out what's coming up.

You want to know—

Is there a community health fair coming up? Is there an annual State or county fair? Is there a tractor show or ethnic festival in the near future? What existing events for the community might you join by supplying diabetes information?

To find out—

There are many places you can contact to find out. Try your local convention or visitor's bureau, public health department, State diabetes control program, and events editor of your local paper. The American Diabetes Association has a Web site that lists special events in each state: http://www.diabetes.org/calendar.asp.

What programs already exist?

You want to know—

Is there a diabetes support group? Is there a transportation service? Before you spend time developing a program or service, find out what is already available.

To find out—

Call local hospitals, diabetes control programs, cooperative extension offices, rural development centers, local minority organizations, and the American Diabetes Association to learn what programs and services are already available for people with diabetes in your community.

Who else is interested in developing a community diabetes project?

You want to know—

Is there another organization that is active in diabetes? Are there local organizations that you have not considered or that have shown an interest in diabetes or related topics, such as nutrition and physical activity?

To find out—

Watching the news is one way to find out. Your local news programs often will run stories on people and organizations that have organized health efforts that could serve your community. These are potential partners for you. Pay attention to who's doing what, and you'll have a better understanding of their interests and abilities when you talk to them about joining you in your community diabetes project.

Event Planner's Checklist

Develop a Timeline.

A timeline will help to plan and track progress on the activity. Many tasks need to be coordinated to make your community's diabetes awareness activities successful. A timeline outlines all of the tasks that need to be accomplished for the event and provides a guideline on when they need to be completed.

Visit the location.

The location for an event is very important. It needs to be a place in or near the community and accessible by its members. It must be clean, safe, and comfortable. Places of worship, schools, recreation centers, and community parks are often free of charge and can also provide tables, chairs, and other equipment needed for a diabetes education event. Ask the following questions about a location:

- Is it accessible to members of the community with disabilities?
- Is there a fee to use the facility or site?
- Is it accessible to the community?
- Is transportation needed to get to it?
- Is parking available? What will it cost?
- Does it provide adequate space for the numbers of people being invited?
- Does it provide shelter from the elements?
- Is it a place frequented by much of the community?
- Is it clean, comfortable, and safe?
- Are tables, chairs, and other equipment available at the site?
- Is audiovisual equipment such as a VCR, television, slide projector, or microphone available?

Where can you get diabetes materials to support your community activities?

The NDEP has a variety of materials for your community:

- NDEP public awareness campaigns featuring radio, television, and print public service announcements developed with and for African Americans, American Indians, Hispanics/Latinos, Asian Americans, and Pacific Islanders
- NDEP Community Partnership Guide
- NDEP *Control Tips* brochure
- NDEP HbA1c brochure
- NDEP HCFA campaign
- NDEP Guiding Principles

Also check with these organizations, listed throughout the guide: American Diabetes Association, Association of Diabetes Educators, American Dietetic Association, Centers for Disease Control and Prevention, National Institutes of

Health, University of Georgia, Lions Club, your local Cooperative Extension Office, and your State diabetes control program office.

Who will be the contact for the event?

Staffing

What tasks will need to be staffed by volunteers? How long will you need the volunteers? Are your partner organizations providing their own staffing for their diabetes exhibits and other activities?

Donations

Who will provide refreshments? Who will print your flyers and brochures? Figuring out what you will need to purchase and what will be donated will help you budget your resources and target cosponsors for the diabetes control activity.

Publicizing your event

There are many ways to publicize your community diabetes activities. Here are some ideas:

- Write a short description of your diabetes activities. This can be included in neighborhood and partner newsletters and worksite e-mails and on bulletin boards and Web sites.
- Post notices about your diabetes control activities on bulletin boards at places of worship, grocery stores, libraries, and worksites.
- Send a "save the date" notice to local media (see sample). Attention by the media will help to increase the reach of your community's diabetes control activities and will help to encourage others to join the effort. For more information on working with the media to promote your event, see the NDEP's *Community Partners Media Guide*.
- Don't forget to say "thank you."

EVENT PLANNING TIPS

What's the rush? Allow enough time to plan the event. Rushing leads to unnecessary stress, unhappy volunteers, disorganization, and mishaps.

WHAT, WHERE, WHEN. These are the first questions to answer when you begin planning an event. Know what you are going to do and have several possible options about where you might have it and when you want to have it take place. As soon as you've identified possible locations and a date for the event, begin calling the locations to see if they are available and, if so, for the date you are considering. Places book up quickly. You don't want to get far along in your event planning to find you have no place to hold it.

KEEP EVERYONE INFORMED.

Make sure your participants, donors, and volunteers, who will all be key to making the event a success, have all the information they need with regular updates as you get closer to the meeting. Often, when people don't hear anything for months, they assume the event is canceled and make other commitments.

ORIENT YOUR VOLUNTEERS.

At least 1 week before the event, meet with the volunteers to make sure everyone knows when they're needed, what role they will play, where to obtain the materials they'll need, and who to see if there's a problem.

ASSIGN TROUBLESHOOTERS.

These are people who have an overview of all that's happening that day. They are not assigned to a specific activity but float so as to be available to anyone needing help.

TELL THE COMMUNITY.

Remember to promote your event in places in the community where neighbors get their information. You'll want to use a variety of outlets, including free bulletin boards at the library, grocery store, and work sites, as well as through flyers, the media, and upcoming events.

Sample Timeline

6 to 12 months before

- Develop a list of potential partners, both traditional and nontraditional.
- Contact possible cosponsors to invite participation.
- Call the Mayor's office or City Council representative to get on his/her calendar.
- Set a day and time for the first planning meeting.
- Write and mail letters to invite partners to a planning meeting.
- List the duties and make initial assignments.
- Define your goals and objectives for the event.
- Talk to your local paper about including a special article about diabetes to coincide with your event.
- Invite area hospitals, cooperative extension offices, physical activity groups, and others to exhibit information on their diabetes programs and services.

3 to 6 months before

- Meet with partners to determine the components of your event.
- Send letters to possible donors who will be asked to support the event.
- Identify a site for the event.
- If transportation will be needed, begin to talk to local organizations about donating transportation for the day of the event.
- Make up a telephone call list of people involved with the event.
- Schedule monthly meetings.

1 month before

- Schedule a meeting for volunteers.
- Develop job descriptions for staff and volunteers and hold an orientation.
- Meet with those who will be setting up your site to ensure that everyone knows what is needed.
- Begin collecting and storing donations for the event.
- Schedule weekly meetings as you count down to the event.
- Draft media advisories and radio announcements about your event. (These should be released 2 to 3 weeks before the event.)
- Distribute flyers and promotional materials in the community (including local grocery stores, libraries, etc.).

1 week before

- Meet with volunteers to ensure that they know what they are to do.
- Assign team captains.
- Call participants to ensure they still have all the information they need.
- Make up name tags for volunteers.
- Assign tables for exhibitors.

Sample Letter to Celebrity or Guest Speaker

Date

Dear (celebrity):

Thank you for agreeing to be a part of our Diabetes Awareness Day on (date). Your participation in this important effort will make a difference in our community in the lives of people with type 2 diabetes and their families.

Diabetes affects an estimated 16 million people in the United States. Native Americans, African Americans, Asian Americans, Pacific Islanders, and Hispanic Americans are at greatest risk of developing complications from uncontrolled diabetes. The purpose of Diabetes Awareness Day is to provide individuals with diabetes with helpful information, guides to local resources, and materials on controlling the complications of diabetes.

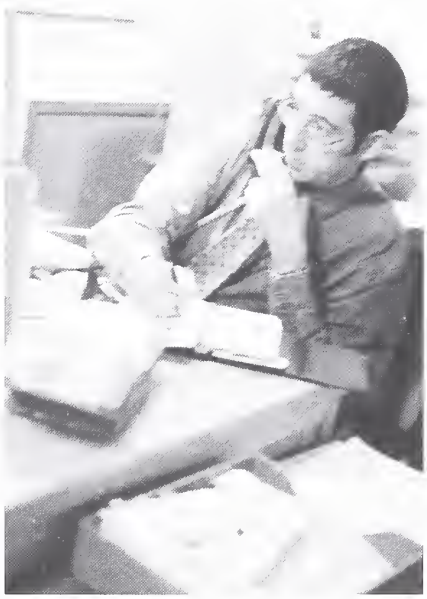
The event begins at (time) and will end at (time). It will be held at (name, address). We would greatly appreciate it if you could attend and share your personal experience or interest in diabetes with our (community/organization/group). Your participation could inspire individuals who feel overwhelmed by diabetes to learn to take control of this manageable disease.

We have invited (names of other celebrities, officials, VIPs) and expect approximately (number) people to attend. This important event is free and open to the community. We are working with the National Diabetes Education Program, an initiative of the National Institutes of Health and the Centers for Disease Control and Prevention, to spread the word at work, at home, at play: Diabetes is controllable.

Your interest in improving the lives of people with diabetes and your participation in this important effort is greatly appreciated. Please feel free to call me if you have any questions or need additional information.

Sincerely,

(name of coordinator)



Sample Save-the-Date Advisory for the Media

CONTACT: (Name and organization)
(Phone number)

DATE:

SAVE THE DATE

(NAME OF ORGANIZATION) HOSTS SEMINAR ON CONTROLLING DIABETES

WHO: Who is organizing the event? (Be sure to mention any partners who are helping in the effort.)

WHAT: What is the event?

WHEN: When will it take place? (Include date and time.)

WHERE: Where will it take place? (Include the name, address, and phone number of the location where the event is being held.)

WHY: Why are you conducting this event?
The (name of organization) is a community partner with the National Diabetes Education Program to increase awareness about type 2 diabetes in adults. In the United States, an estimated 16 million people have diabetes. Among (is the audience you're trying to reach a minority audience? Add facts on the impact of diabetes for that audience. See the section on who the NDEP is trying to reach). Uncontrolled diabetes can lead to serious complications, including heart disease and stroke, kidney disease, amputations, and blindness.

SPEAKERS: Do you have speakers who will help attract media attention, such as a recognized person with diabetes, expert on diabetes, or local political official who will endorse the effort? Include them in this section.

COST: Is there a fee for the event? If not, you can simply say: This event is free and open to the public.

###

(This symbol lets the reporter know that this is the end of the announcement.)

Radio Announcement of Event

Contact:(name/number)

(:30 Public Service Announcement)

FOR IMMEDIATE BROADCAST:

Pull Date: (date after event)

(NAME OF COMMUNITY) FAMILIES IN CONTROL OF DIABETES

Get the upper hand on diabetes! On (day/date) from (time to time) the (name of organization) is hosting the first (type of event, i.e., health fair, seminar, etc.) for people with diabetes and their families. The event will include opportunities to talk to health care providers and others to learn how to control diabetes. The event is free and everyone is encouraged to attend. For more information, call (phone number). Help your family members take control of diabetes... for life.

###

Sample Volunteer Thank-You Letter

Dear (name):

Thank you for participating in (date, name of event) to help our community learn to take control of diabetes. Your willingness to give of your time and energy to make the day a success is greatly appreciated and helped to make an important difference in the lives of our neighbors with diabetes and their families.

On behalf of the (name of community or partnership), I thank you for your concern and efforts to ensure the health and well-being of all our neighbors by working to make diabetes a thing of the past.

Thank you.

Sincerely,

(name of organizer/name of community group)

Request for Support

Dear Faith Leader:

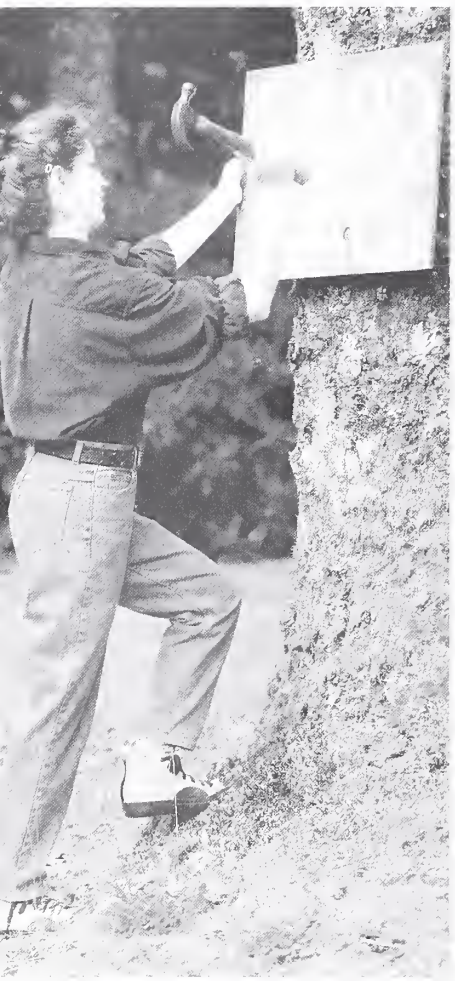
On (day/date), the (name of community/organization) will host the first (name) community health fair on controlling diabetes. (Name of organization) has been gracious enough to provide us with space for this important event, which will help improve the health of our neighbors with diabetes and their families.

Many of our neighbors want to attend the event, but they do not have access to transportation to get there. I am writing to request your support and help in this matter. Your (institution) is known for its good work in the community and willingness to help whenever possible. Your van provides rides to many of our residents for special events. Would it be possible to arrange the use of your van for this event? The van would be needed between the hours of (hours) to provide round-trip transportation for approximately (number) of residents in this area. I would welcome the opportunity to discuss this with you and will call you next week to arrange a time. Until then, if you have any questions or need more information, please call me at (phone number).

Thank you for your time and consideration of this request. I look forward to speaking with you next week.

Sincerely,

(name of organizer)



Creative Fundraising

Here are some ideas for securing support for your community diabetes control activites. Remember, there are many potential resources to consider within communities. Work together with partners to avoid competition with their fundraising activities.

- **Trade services and materials for publicity.** If you need help from the local printer or refreshments from the local grocer, ask if they will donate these services and items in exchange for publicity. In turn, include the name of the store and a quote from the owner in your press release. If local media cover your event, mention the names of the organizations that helped you on the air.
- **Get prizes donated** that can be used for drawings. For $1, people can purchase a ticket to enter a drawing for a dinner for two at a local restaurant, movie tickets, a bike, a free oil change, or a free video rental.
- **Ask the local movie theater** to donate $1 of every movie ticket sold to the community diabetes control fund.
- **Hold a community yard sale.** Everyone has something that's junk to them but a treasure to someone else. Ask your neighbors to donate for the sale items that are in good shape but that they don't want anymore.
- **Develop a wish list** to send to local businesses and organizations. Ask that they support the community by donating either the needed item or the funds to purchase it.

Seek support from grantmakers:

The mission of the **Foundation Center** is to foster public understanding of the foundation field by collecting, organizing, analyzing, and disseminating information on foundations, corporate giving, and related subjects. Its audiences include grant seekers, grant makers, researchers, policymakers, the media, and the general public.

The **Foundation Center** can provide community partners with a wealth of information and resources to help secure funding for a community diabetes project. For individuals and organizations seeking to gain skills in grant writing, the **Foundation Center** can provide tips and guidance on what grant makers look for in a successful application, how to approach a potential grant maker, and important tips and guidance on writing a grant. The Foundation Center lists thousands of corporations and foundations that provide funding for various projects. This directory can let community members know just where to go to find a potential funder who has an interest in community-based activites on diabetes.

The Center has libraries in Atlanta, Cleveland, San Francisco, New York, and Washington, D.C. The Center offers free classes and sample materials on its Web site. Visit the Foundation Center at http://fdcenter.org or call them at 800-424-9836.

NDEP Calendar of Opportunities

This calendar gives you a peek at numerous opportunities to deliver messages and conduct activities concerning controlling diabetes. Each month, national health focuses are identified that are natural tie-ins to your diabetes activities.

JANUARY is

- National Glaucoma Awareness Month 800-331-2020
  Prevent Blindness America www.preventblindness.org
- Healthy Weight Week 701-567-2646
  Healthy Weight Journal www.healthyweightnetwork.com
- National Eye Health Month
  Uncontrolled diabetes is one of the leading causes of blindness in adults.

FEBRUARY is

- Black History Month
- American Heart Month 214-373-6300
  American Heart Association www.americanheart.org
  People with type 2 diabetes are at higher risk of heart disease and stroke.
- Wise Health Consumer Month 800-345-2476
  American Institute for Preventive Medicine www.aipm.healthy.net
  Make wise health consumers out of your community. Learn more about controlling diabetes.
- National Girls and Women in Sports Day 800-227-3988
  Women's Sports Foundation www.lifetimetv.com/
  Get the moms and daughters moving to control diabetes.
- Random Acts of Kindness Week 800-685-9595
  Conari Press
  Offer to pick up a prescription or groceries, give a ride, or make a phone call to say "How are you?" Not only will it put a smile on the face of a person with diabetes, but it will make the whole community a kinder place.

MARCH is

- National Nutrition Month 312-899-0040
  American Dietetic Association www.eatright.org
  Diabetes and its complications can be controlled through healthful eating.
- American Diabetes Alert 703-549-1500
  American Diabetes Association
- National Kidney Month 800-622-9010
- National Professional Social Work Month 202-408-8600
- Save Your Vision Week 314-991-4100

TIP

Call the organizers listed to learn more about the theme or focus for a particular year. This will provide ideas on how to tie in a diabetes message.

TIP

Planning a year ahead means time to influence organizers to feature diabetes.

- Workplace Eye Health and Safety Month 800-331-2020
- National Collegiate Health and Wellness Week 303-871-3068

Remember, diabetes starts early in some populations. Talk to area colleges about including diabetes control information in their information packets this week.

APRIL is

- National Public Health Week 202-789-5600
- National Alcohol Awareness Month 212-206-6770
- National Humor Month 408-624-3058

Laughter can make controlling diabetes a little bit easier. What about a community comedy show where everyone's a comedian—the kids, the seniors, the parents?

- Women's Eye Health and Safety Month 800-331-2020
- World Health Day
- National Youth Sports Safety Month 617-277-1171
- National Volunteer Week 202-729-8000

What a great time to start a community garden, offer a ride to the doctor's office, or volunteer to host an event on controlling diabetes.

MAY is

- Asian American/Pacific Islander Heritage Month

Asian Americans and Pacific Islanders are particularly affected by type 2 diabetes. This is an excellent month to reach out by working with local Asian American and Pacific Islander organizations to increase awareness of diabetes and ways to control it.

- National High Blood Pressure Month 301-251-1222
- National Physical Fitness and Sports Month 202-690-9000
- National Mental Health Month 703-684-7722
- Mother's Day

Tell Mom you love her by helping her control her diabetes. Make her a special card, take her for a walk, or prepare a diabetes-healthy dinner for her.

- Older Americans Month 202-401-1451
- Stroke Awareness Month 800-STROKES
- National Nurses Week 202-554-4444
- National Hospital Week 312-422-3000
- National Running and Fitness Week 301-913-9517
- National Employee Health and Fitness Day 317-237-5630

National Association of Governor's Councils on Physical Fitness and Sports

- National Senior Health and Fitness Day 800-828-8225

Mature Market Resource Center
Get the grandparents moving and learning about controlling diabetes. Host a senior health and fitness day for seniors and their families.

JUNE is

- Father's Day
  Tell Dad you love him and want him around. Encourage him to learn to control diabetes and stay healthy with a special card, a family walk, or information on controlling diabetes.
- National Hug Holiday 714-832-HUGS
  Hugs for Health Foundation
  Support someone's efforts to control diabetes with a special hug.
- National Men's Health Week 610-967-8620
  National Men's Health Foundation
- National Special Recreation Week 319-337-7578
  (for the physically challenged)
  SRD International Center on Special Recreation
  A great time to get people moving with the armchair fitness exercise videos.

JULY is

- July 4th
- *The Indochinese Community Center of Arlington, Virginia, hosts an Asian American event.*
- National Therapeutic Recreation Week 703-858-0784
  National Therapeutic Recreation Society

AUGUST is

- Foot Health Month 312-856-8811
  Dr. Scholl's
- Medic Alert Awareness Month 800-825-3785
  Medic Alert Foundation International

SEPTEMBER is

- Hispanic Heritage Month (mid-September – mid-October)
  Hispanics are significantly affected by type 2 diabetes, which often starts very early in this population. Hispanic Heritage Month is a wonderful time to share information on controlling diabetes.
- National Indian Day (fourth Friday)
- Grandparents' Day
- National Cholesterol Education Month
- Healthy Aging Month 203-834-9888
  Educational Television Network, with support from the U.S. Postal Service

- 5-A-Day for Better Health Week 301-496-8520
  National Cancer Institute
  Lots of information on eating healthy for everyone in the community.
- Family Health and Fitness Day USA 800-828-8225
  Healthy Information Resource Center
  Make it a family effort today. Get the whole family together to move to control diabetes.

OCTOBER is

- Family Health Month
- Healthy Choice American Heart Walk 800-AHA-USA1
  American Heart Association www.americanheart.org
- National Dental Hygiene Month 312-440-8900
  American Dental Hygienists Association
- National Depression and Mental Health Month 415-479-8608
  Pharmacist Planning Services, Inc. ppsi@aol.com
- National Family Health Month 800-274-2237
  American Academy of Family Physicians www.aafp.org
- National Disability Employment Awareness Month 202-376-6200
  U.S. President's Committee on Employment of People With Disabilities www.50pcepd.gov
  Worried diabetes will affect your job? Learn more about laws that protect the jobs of persons with disabilities.
- Talk About Prescriptions Month 202-347-6711
  National Council on Patient Information and Education hcpie@erols.com
  The perfect month to hold an "Ask the Pharmacist" event.
- National Mental Illness Awareness Week 800-593-6372
  American Psychiatric Association www.psych.org
- National Depression Screening Day 800-573-4433
  National Mental Illness Screening Project www.nmisp.org
- World Mental Health Day 703-838-7525
  World Federation for Mental Health www.wfmh.com
- National Health Education Week 212-334-9470
  National Center for Health Education www.nche.org
- National Healthcare Quality Week 847-375-4720
  National Association for Healthcare Quality www.nahq.org
- Make a Difference Day 800-416-3824
  The Points of Light Foundation www.usaweekend.com
- National Pharmacy Week 202-429-7558
  American Pharmaceutical Association www.alphanet.org
  Talk to local pharmacists about participating in an "Ask the Pharmacist" event.

NOVEMBER is

- American Indian/Alaska Native Heritage Month
  In some tribes, an estimated 50 percent of the adults are affected by type 2 diabetes. Talk to local tribal leaders about working together to take control of diabetes.
- National Diabetes Month — 703-549-1500
  American Diabetes Association — www.diabetes.org
- Diabetic Eye Disease Month — 800-331-2020
  Prevent Blindness America — www.preventblindness.org
- National Family Week — 414-359-1040
  Alliance for Children and Families — www.fsanet.org

DECEMBER is

- Happy Holidays
  Celebrate a year of diabetes in control!

Certificate of Appreciation

Presented to

_____

Whose contributions and support have made an important difference in the lives of people with diabetes

Presented this____day of_____ by the community of-

_____,_____

Raising Community Awareness of Diabetes:

How Individuals & Organizations can make a difference

What Can We Do?

Level I: Raise Awareness

Quick and easy: Build NDEP messages and materials into your current activities.

Whether it be distributing NDEP campaign posters at your next conference, distributing the *NDEP Control Tips* brochure at your next health fair, or placing an article on diabetes in your customer newsletter, it's easy to remind people that diabetes is serious but controllable. Building diabetes messages and information into your existing programs and activities is a quick, easy way to make an important impact on the health of your community. The NDEP has provided you with a list of simple activities that you can do right now to make a big difference.

What's unique about these activities? Most of the ideas in this section are short-term or point-in-time activities, which you can do easily on your own with little time or effort. These activities help get the word out quickly and make an immediate impact. Examples include distributing NDEP *Control Tips* brochures at a 1-day health fair or delivering a presentation at your place of worship about controlling diabetes.

Types of Activities

Raise Awareness

- Brochure distribution
- Newsletter article
- Presentation
- Poster display
- Public service announcements (PSAs)

Use a little more effort—to keep the message out there.

These are ongoing activities designed to help sustain awareness of the importance of controlling diabetes over time. These projects continue to actively increase awareness of diabetes and its complications.

These activities might include organizing a yearlong fight against diabetes by conducting monthly activities or developing an ongoing support group for people with diabetes in your community.

Look over the ideas in this section and decide what you can do. The NDEP has provided the message and materials to help you do it.

Level II: Encourage Behavior Changes

Want to do more? The NDEP has provided a number of great suggestions for moving from awareness to action. Remember, changing behavior takes time, effort, and commitment. These are ongoing activities designed to teach people with diabetes how to make changes that will help them control their diabetes, through physical activity, self-care, healthful eating, and medications. The activities provide them with real opportunities to do so.

Many of these activities will provide you with opportunities to work with others in the community. Together, you can make the most of available resources and expertise to ensure that your efforts are a success for people with diabetes in your community.

What you do will depend on your available resources and partners, time, and the requirements of the activity. Whether you choose to focus on activities that raise awareness, those that encourage behavior change, or a combination of both, you are helping to make an important difference in the lives of people with diabetes.

Check out the ideas on the next few pages, and think about potential partners in your community who can help you make them a reality. Always know that the NDEP is here to help you. Call 1-800-438-5383 to order materials, or see what's new at the NDEP Web sites at http://ndep.nih.gov or http://www.cdc.gov/diabetes/.

Encourage Behavior Changes and Improve Self-Care

- Support group
- Walking club
- Cooking classes
- Armchair fitness
- Self-monitoring
- Transportation to health care
- Gardening
- Special events
- Diabetes education
- Partnerships

HOW DOES IT ALL MAKE A DIFFERENCE?

Distributing diabetes materials

Physical activity

Access to services

Cooking classes

Community partnerships

Transportation services

Health fairs

Speaker's bureau

Campaign materials

Resource development

Added together, they equal....

Individuals Making a Difference

38 easy ideas for individuals

1. Display the NDEP posters on bulletin boards, in lobbies, at information desks, and in other high-visibility areas at work, the supermarket, utility company, library, apartment-building laundry rooms, and more.
2. Include the NDEP article on diabetes in your employee, club, or community newsletter.
3. Send your friends, relatives, and co-workers an NDEP message by e-mail: Diabetes is serious, common, costly, and controllable. Help someone you love learn to control diabetes. Call the NDEP at 1-800-438-5383.
4. Ask the library to distribute free NDEP bookmarks to all borrowers.
5. Show the NDEP PSAs at your next community or club meeting and distribute NDEP materials.
6. Use the NDEP materials to make a presentation on diabetes for your club or community meeting.
7. Distribute the NDEP posters at your next community or professional meeting or conference.
8. Play the NDEP PSAs at lunchtime for your co-workers.
9. Ask your health care provider to play the NDEP PSAs for patients in the waiting rooms.
10. Ask your health care provider to display the NDEP posters in his or her lobby.
11. Ask your faith leaders to invite a diabetes specialist to talk about controlling diabetes at a religious service.
12. Get permission to include an insert on diabetes in the flyers distributed by your place of worship.
13. Talk to tribal leaders about distributing NDEP brochures at a powwow or tribal counsel meeting.
14. Contact organizers of ethnic fairs or festivals. Ask them to display and provide space to distribute NDEP brochures and bookmarks at the event.

15. Talk to your local media. Request a story on diabetes and give them a copy of the NDEP PSAs.

    The NDEP has developed a special campaign guide for partners to help you in working with local media to increase awareness about diabetes. Call 301-654-3327 to order a free copy.

16. Order diabetes-healthy recipe cards from the American Dietetics Association. Give a set to friends and neighbors.

17. Print NDEP materials from the NDEP Web sites:

    http://ndep.nih.gov/ and http://www.cdc.gov/diabetes/
    Share these with your family, neighbors, and co-workers.

18. Call local organizations that serve minority populations. Organizations like the AAPCHO, National Council of La Raza, Native American Diabetes Project, or National Urban League are examples. Ask them for local contacts in your community who can help you spread the word about diabetes to these populations.

19. Get your company or club to join the fight. Ask that diabetes be included as a topic for your next meeting.

20. Send the NDEP *Control Tips* brochure to family members with diabetes. Help them learn how to use the tips.

21. Invite your neighbors to join you for a 20-minute after-dinner walk tonight or any night.

22. Get your blood pressure checked. Organize a blood pressure screening at a worksite, festival, place of worship, or senior center.

23. Take the NDEP logo and message to your local movie theater managers. Ask them to display the message before every movie shown next week.

24. Order the NDEP radio PSAs and take them to your local retailers. Ask them to play the NDEP radio PSAs in between the music.

25. In Hispanic communities, talk to promotoras (community health workers). Give them the NDEP brochures and "Rayos y Truenos" campaign materials. Ask them to schedule a community seminar on diabetes in Hispanics.

26. Mail the NDEP print PSAs to the editor in chief of your favorite magazine, with a copy to the advertising director. You'll find their names and addresses on the inside cover of the magazine. Attach a letter asking them to use the print PSAs to let other families know about the importance of controlling diabetes for life.

27. Put up an exhibit at the library that features NDEP posters and brochures. Include a display of books on diabetes, physical activity, and healthy cooking.

28. Is there a health fair or diabetes event already scheduled for your community? Contact the organizers and ask if you can put up an NDEP exhibit and materials.

29. Have a local bookstore display books on diabetes with NDEP promotional materials in their window. See the calendar at the end of this guide for timing suggestions.

30. Contact local talk show hosts on radio or TV and arrange an interview on diabetes with a call-in time for questions and answers.

31. Do you know of a local media personality who has diabetes? If so, ask him or her to attend local diabetes education classes to share his or her insights on managing the disease.

32. Talk to the manager of your local kitchen supplies store about hosting a diabetes cooking demonstration or class.

33. Write your newspaper's food editor and send diabetes-healthy recipes. This idea will work especially well during the holidays.

34. Think about next year. The NDEP will add new materials to the awareness campaigns. Start making a list of organizations in your community whom you can tell about the campaigns.

35. Include information on controlling diabetes in apartment and homeowner association newsletters.

36. See your health care provider and have your blood glucose level checked.

On a personal note....

A little time, an extra stop on the way home, or a phone call to check in and say "hi" can mean a lot to people with diabetes who are alone, older, or do not have access to transportation.

37. Offer a neighbor with diabetes a ride to his or her next doctor's appointment.

38. Offer to pick up groceries and prescriptions for seniors and others in your community who could use a helping hand.

39. Call a person with diabetes once a week to see how he or she is doing.

40. Invite a person with diabetes to go for a walk.

41. Conduct the ADA's America's Walk for Diabetes (1-800-254-WALK), www.diabetes.org/walk

Gift Ideas for People with Diabetes

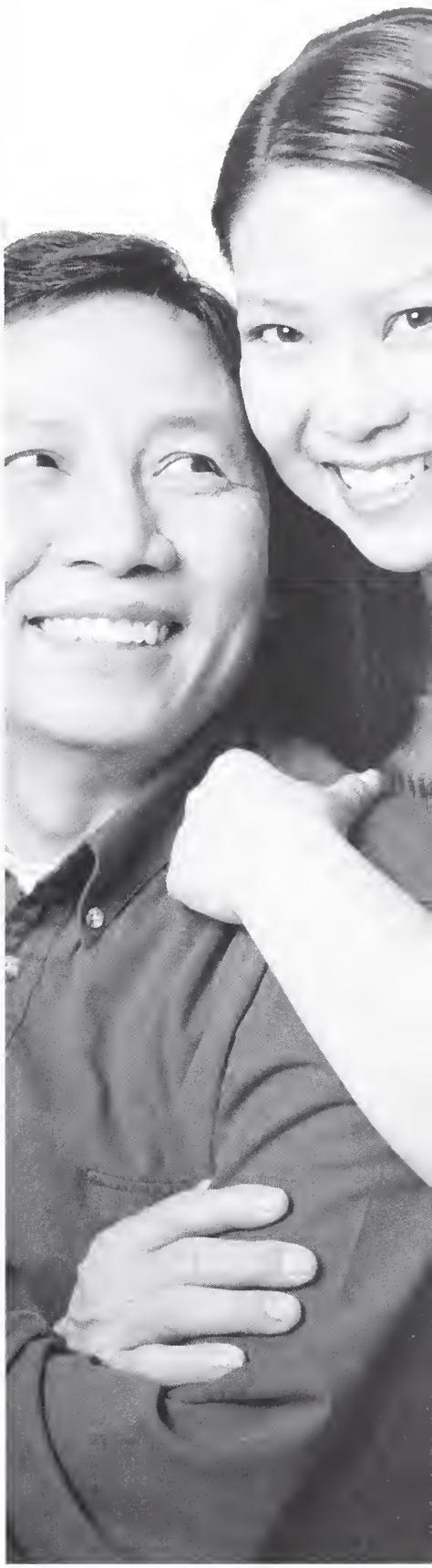
What can you do? Buy a special gift. The following items would make great birthday, Mother's or Father's Day, or other holiday gifts for people with diabetes, hypertension, or obesity, during special days. These gifts will enhance patient health and well-being, and help the person with diabetes better control the disease.

• Blood pressure cuff	$35–$65
• Treadmill	$100–$500
• Exercise bike	$100
• Nordic track or ski exercise machine	$100–$300
• Test strips	$10–$30
• Recipe book for people with diabetes	$10–$20
• Thermometers	$5–$10
• Wheelchair	$200 or more
• Physical fitness video	$10–$20

• Homemade coupons for a free ride to the doctor, grocery shopping, etc.

Organizations Making a Difference with 18 easy Ideas

1. **Employers, utility companies, and hospitals can**
   - Use the NDEP brochures as paycheck or bill stuffers and include them in company paychecks or customer bills.
2. **Utility companies, public health departments, libraries, and private business can**
   - Display the NDEP posters in their lobbies, at their registration desks, or in their reception areas.
3. **Hospitals, libraries, banks, supermarkets, and retailers can**
   - Place a stack of NDEP brochures at their cashier desks, registration desks, or information centers.
4. **Health clinics, private doctors, and banks can**
   - Play the NDEP TV PSAs for patients or customers waiting in their lobby areas.
5. **Minority organizations can**
   - Distribute the NDEP "Many Faces of Diabetes" posters to their member organizations and throughout the communities they serve.
   - Include NDEP materials at special events such as annual family reunions, ethnic festivals, health fairs, and more.
   - Write letters to other businesses and organizations to ask them to join the effort to raise awareness of the impact of diabetes on minority communities.
   - Use existing services to help communities get the services they need to successfully control diabetes for life.
   - Send copies of the NDEP campaign PSAs to local media that serve minority populations, along with the NDEP fact sheet on diabetes in these populations. Include a letter encouraging the media to air the PSAs to help spread the word.
6. **Pharmacies, grocery stores, clothing stores, and shoe stores can**
   - Play the NDEP radio PSAs over their audio system for customers.
   - Place the NDEP *Control Tips* brochure in the shopping or prescription bags of each customer.



7. **Beauty shops, barber shops, senior centers, and recreation departments can**
   - Display the NDEP posters in their windows and provide space for the community to advertise upcoming health fairs.
8. **Places of worship can**
   - Include the NDEP message and telephone number in service programs.
   - Display the NDEP posters on bulletin boards.
9. **The media can**
   - Air the NDEP TV and radio PSAs, and tell viewers and listeners to call the NDEP for more information at 1-800-438-5383.
   - Run the NDEP print PSAs in the next issues of their newspapers, magazines, or community publications.
   - Schedule an interview with a member of the NDEP Community Interventions Subcommittee by calling 202-842-3600.
10. **Businesses, professional associations and retailers can**
    - Print the NDEP materials from the Web site and make a presentation on diabetes to staff and members at their next meeting or conference.
11. **Hospitals, public health departments, and health insurers can**
    - Include NDEP materials with their displays at a health fair or other community event.
12. **Professional associations, community groups, and clubs can**
    - Schedule a meeting to plan and dedicate their next fundraising activity to helping the community increase awareness about controlling diabetes.
    - Distribute NDEP community kits and campaign guides to all members at the next meeting.
    - Ask members to join the fight against diabetes.
13. **Political officials and community leaders can**
    - Send a note to area businesses and media using the NDEP campaign postcards.
    - Encourage area businesses and media to use the NDEP campaign materials to inform the community about diabetes.
14. **Fire, police, and rescue departments can**
    - Take NDEP materials with them when they participate in health and safety fairs.
    - Distribute NDEP bookmarks to residents when they conduct fire-safety or crime-risk home checks for community residents.

15. Movie theaters can
    - Show the NDEP logo and control message as one of the messages on the screen before the movie begins.
16. Video stores can
    - Hand out free NDEP bookmarks, the *Control Tips* brochure, and NDEP posters.
17. Fitness centers, gyms, dance studios, recreation centers, and social halls can
    - Distribute the NDEP *Control Tips* and HbA1c brochures and posters.
    - Recruit fitness directors, personal trainers, and dance instructors to become partners.
18. All organizations can
    - Make a commitment to join the fight against diabetes. Become an NDEP partner today. Call 1-800-438-5383.

Ways That Organizations Can Maintain Awareness

Organizations Making a Difference by Maintaining Awareness

These are ongoing activities designed to target people with diabetes and their families. Partnering with others will be particularly helpful in providing a large pool of resources and expertise to make the activity a lasting success.

These activities target both individuals with diabetes and their family members because families play a big part in the individuals' ability to successfully control their diabetes. When family members understand the impact of diabetes, they can offer support by healthy eating, participating in physical activities, and encouraging family members to take medications as prescribed. This support helps the person with diabetes feel hopeful and motivated to take control of the disease.

Use the World Wide Web.

Link to the NDEP Web sites:

> NDEP at http://ndep.nih.gov/, CDC at http://www.cdc.gov/diabetes/ or the NDEP partnership network (on-line in March 2000).

Why? The Internet has become an important tool for information on health topics, including diabetes. Whether you add the NDEP as a link to your organization's existing Web page or create a new page about your organization's commitment to help control diabetes, the Internet will let you connect thousands of people with diabetes and their families to resources and information in an instant.

How? Your company's research and technology staff, public relations staff, or library staff may be able to advise you on adding NDEP messages and links to your Web site. Also, you can download free Web tutorials to guide you through the steps you will need to take to design a diabetes Web page.

TIPS

Web sites are updated regularly. Check the NDEP sites for the latest information.

Where to start?

Who designed your company's Web page? Start by talking to your company's public relations or computer support staff.

What will you need?

- Permission from your company's administration
- Internet connection
- Technical advice

Who else can help?

Your company's computer support staff

Develop a directory of services for people with diabetes and their families.

Why? You would be surprised to know how many people in your community are not aware of the services available for persons with diabetes and their families. You will find a wealth of services, materials, and resources available through local and State governments, diabetes organizations, hospitals, private businesses, and many other public and private organizations.

How? Talk to your local social service organizations, hospitals, and government offices to develop a list of services available for people with diabetes. This could include transportation for health care appointments, physical activity classes, support groups, nutrition counseling, and more. Also look through the local telephone book under "social services." Many of these organizations may not specifically think of themselves as serving people with diabetes, but people with diabetes use many of the services they provide.

Where to start?

First, call your local affiliate of the American Diabetes Association.

Then, let your fingers do the walking.

Check out the telephone book.

See "health" and "social services."

What will you need?

- Low-cost printer
- Volunteer graphic artist
- Volunteer editors
- Computer

Who else can help?

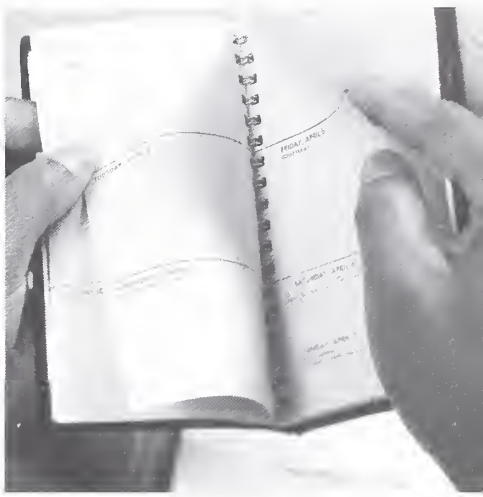
- Local printers may print for free.
- Area businesses may buy ad space.
- Area hospitals, diabetes control programs, and others may distribute the directory for free.

TIPS

Keep the categories simple: free rides, help with shopping, support groups, low-cost physical activity, etc.

You can distribute the guide at doctor's offices, senior centers, pharmacies, public health clinics, and more.

Develop a calendar for people with diabetes: a year of health, a year in control of diabetes.



Why? A community wellness calendar provides something for everyone. By controlling diabetes, the community is controlling many other diseases as well, such as heart disease, kidney disease, eye disease, high blood pressure, obesity, and others. The calendar is a planning tool around which the community can develop its activities. For instance, since March is National Nutrition Month, the project might be a community garden. In May, the project might be a mother's walk for Mother's Day. A number of organizations can work together to develop this calendar for the community. The calendar can be built on existing national health months that relate to diabetes and can include community activities and monthly tips on controlling diabetes.

How? Call the American Public Health Association for a list of national health months. Using this list, add a list of community activities scheduled for the next few months. The local chamber of commerce or library may have a list of these activities. You can always update the calendar with special inserts and flyers throughout the year.

Where to start?

Call the American Public Health Association for a list of national health months.

See the calendar on page 37 of this guide.

What will you need?

- Volunteer graphic artist
- Low-cost or free printing
- Computer

Who else can help?

- Printing: Kinkos or other area printers
- Design: local college art departments

TIPS

Make local events stand out by highlighting them in another color or font, or in boldface.

Hit the road! Drive the message home.

Why? Sitting in traffic with nothing to look at? How about a message on controlling diabetes for life? Every day, Americans travel to work by car, bus, or subway. These are perfect outlets for delivering the message that diabetes is controllable. During the ride to and from work, commuters can see NDEP print ads displayed on buses and in subways and get the message: Control Your Diabetes. For Life.

How? Contact the city bus and subway offices. Invite a representative to attend a meeting of your company or association when diabetes is the topic. Ask them to consider providing space on the sides or backs of buses or the insides of buses or subways to increase awareness about the importance of controlling diabetes. Provide them with a copy of the NDEP campaign print ads or call the NDEP at 1-800-438-5383 for materials.

Where to start?

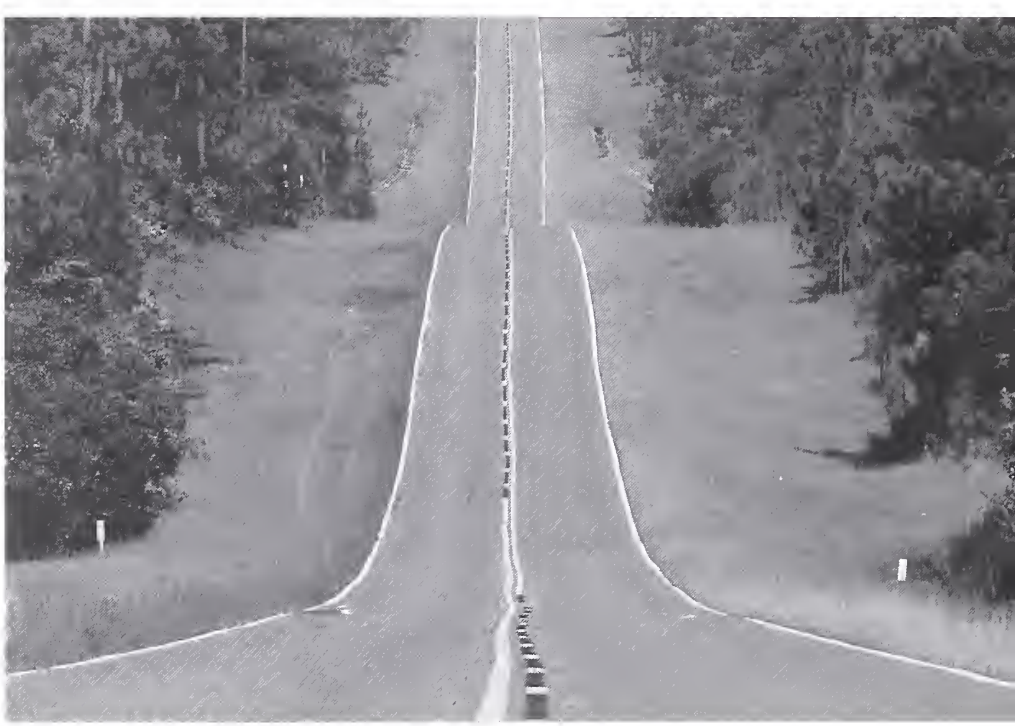
Call the public affairs or community relations department of your city's Dept. of Transporation.

What will you need?

Copies of the NDEP print PSAs (available in this NDEP kit).

Who else can help?

Local businesses that purchase ad space on city buses and subways can participate by supporting your request.



TIPS

Transportation departments often participate in community events. Ask them to include NDEP materials on their table at their next event.

Go national: Get the airlines to help spread the word!

Why? Every day, airlines have captive audiences—passengers who spend several hours with them. These passengers travel for work, for holidays, and for vacation. Nearly every airline has a magazine that passengers read to pass the time. Including an NDEP Public service announcement or an article about diabetes is a great way to spread the word!

How? Contact a few of the major airlines, along with Amtrak, Trailways, or Greyhound or your local bus station office. Provide their newsletter or magazine editor (in the public relations office) with facts on diabetes and the print PSA from the NDEP. Ask if they would be willing to include an article or print PSA in the next issue of their passenger magazine.

Where to start?

Contact the airline's public affairs office and ask for the magazine editor.

What will you need?

A copy of the NDEP print PSAs (at the end of this kit).

Who else can help?

Your partners. Ask your contacts at other businesses and organizations to work with you on a joint letter signed by everyone.

You are all potential airline customers, and there is strength in numbers.

TIPS

When an airline agrees to run the NDEP print PSA, thank them by telling your constituents—they are airline customers too. Have each of your partners thank the airline in their company newsletter, and send a copy to the airline.

Meet people where they are: Partner with the local utility company to host a diabetes awareness day.

Why? Most people have to pay a utility bill, whether it is electric, gas, or water. The utility company is a great place to reach people with diabetes and their family members.

How? Order NDEP posters, brochures, bookmarks, and campaign PSAs. Talk to the utility company about your idea. The company may have suggestions about which day is the best to reach the greatest number of people. You will need the company's permission to place posters in windows, on bulletin boards, and in other designated high-traffic areas. Set up a table in the main lobby or near the cashier booths. Display the NDEP posters, brochures, and bookmarks and contact other organizations to get additional materials on diabetes.

Where to start?

Contact the utility company's public or community affairs office. It's listed in the phone book and can help you get permission for the event and help you promote it.

What will you need?

- Table
- NDEP *Control Tips* and *HbA1c* brochures.
- NDEP posters
- NDEP radio and TV PSAs

Who else can help:

Local affiliates of the American Diabetes Association, the AADE, and State diabetes control programs.

TIPS

Utility companies offer reduced rates and assistance programs for senior citizens and low-income residents. Ask them to include the NDEP *Control Tips* brochure or bookmark as bill stuffers.

Let the experts help: Hospitals can host an "Ask the Specialist" day on diabetes.

Why? Some people are afraid to ask their doctor questions about their disease, medication, and treatment. Others simply do not have access to a trusted physician or hospital to ask questions about diabetes. An "Ask the Specialist" day helps bring health care providers and information on diabetes to the community.

How? Schedule the event for 4 hours, beginning with a 30 to 45 minute presentation for the public on diabetes.

Ask hospital specialists on diabetes and its complications—such as endocrinologists or certified diabetes educators—to volunteer 30 minutes that day to answer questions about diabetes for the public.

The hospital public affairs office can coordinate logistics for the event and help publicize it through local media and community organizations. The event could be held outside the hospital at a site that reaches a large number of people, such as an existing annual health fair or festival, or even at a large shopping mall.

Where to start?

Contact the public relations office of your local hospital, public health department, or managed care organization.

What will you need?

-Signs that show the schedule for the day.

-NDEP educational materials.

Who else can help?

- Local affiliates of the American Diabetes Association and the AADE.
- Area shopping malls.
- Local recreation departments.
- Local zoo—a great place to find thousands of families on the weekend.

TIPS

Develop signs that show the schedule for the day. Example:
9:00 - 9:30 Diabetes and You: Controlling Diabetes For Life
9:30 - 10:00 Ask the Cardiologist, Dr. Smith
10:00 - 10:30 Ask the Nutritionist, Ms. Jones

Work with the supermarket to host a display: Cooking to control diabetes and improve health.

Why? What a perfect place and time to let people know that healthy eating can help control diabetes. You'll catch people while they're shopping, and your display can encourage people to think about making better food choices. Even better, your cooking display will let them taste how good the recipes really are!

How? Identify the supermarkets that serve the community you want to reach. Develop simple signs that announce to shoppers the availability of free healthy recipes for people with diabetes and their families. List a few of the ingredients for the recipes that can be purchased in the grocery store. Ask the store manager to help you identify the aisles in which these items are located. At the front of the aisle, display a large copy of the recipe with the list of ingredients available in that aisle.

Where to start?

Contact the grocery store manager or community affairs office.

Who can help?

The cooperative extension office, a ladies club, or an area cooking school may be willing to prepare a few recipes for customers to taste-test.

The American Dietetics Association lists diabetes healthy recipes on its Web site.

Who else can help?

- Registered dietitians
- Cooperative extension offices
- Home Economics teachers
- Local celebrities
- Dietetic interns
- 4-H members

TIPS

Include neighborhood residents as volunteers in preparing dishes. If they see how easy and tasty the dish is, they'll help lead the way with family, neighbors, and friends.

Be sure to have all recipes checked by a dietician.

One who understands: Form a support group for people with diabetes.

Why? People with diabetes may occasionally feel overwhelmed by the disease. The support that comes from talking with others who understand the problem can help them successfully handle the disease. By joining a community wellness support group, they can practice controlling the disease and have the support they need to maintain healthy lifestyle changes.

How? Contact State and local public health departments, area hospitals, and your local diabetes control program to find out whether there are existing support groups for people with diabetes. If not, tell them you are interested in forming one.

Work with area health departments, mental health organizations, and others to develop a support group for people with diabetes. Your State diabetes control program or American Diabetes Association affiliate may know of someone who is successfully controlling diabetes and may be willing to serve as a speaker. Area libraries can help by posting notices of the new support group.

Where to start?

Call your State diabetes control program or visit the Web site at www.cdc.gov/diabetes/states/states.htm

What will you need?

- Accessible location
- Comfortable seating
- Microphone (may be necessary)
- Computer to develop promotional materials
- Audiovisual equipment

Who else can help?

- American Association of Diabetes Educators
- Area social workers
- Local diabetes educators

TIPS

People may be more willing to attend a support group in a location away from a hospital or doctor's office. Places of worship, senior centers, and recreation centers are good choices and may provide free meeting space.

Talk it up: Develop a speaker's bureau on diabetes.

Why? There are many opportunities to reach members of the community with presentations on diabetes at work, at community meetings, at conferences, and at other events. Building partnerships with diabetes experts and related organizations to deliver presentations can help you reach a large number of individuals and organizations.

How? Hospitals and other health care organizations already have the clinical resources at hand to develop a speaker's bureau. Others will want to contact the State diabetes control program, Lions Clubs, public health department, cooperative extension offices, area hospitals, and others to begin identifying organizations willing to lend their expertise to the effort.

Check the availability of your volunteer speakers to speak to local groups about controlling diabetes. Then develop a flyer or brochure listing the topics and speakers. Community leaders can mail the flyer to area places of worship, civic groups, senior centers, and minority organizations. You may want to give the flyers to other area organizations to distribute through their coalitions, partnerships, and professional associations.

Where to start?

Contact area hospitals, diabetes control programs, and NDEP members listed in the references and resource's section.

What will you need?

- Calendar
- Brochure or flyer to promote the speaker's bureau
- List of speakers

Who else can help

- Printing: local printers
- Design: area college and university art departments
- Publicity: local media

TIPS

The NDEP can provide scripts to help prepare speakers and ensure that the message is consistent.

Host a work-site lunch seminar on diabetes.

Why? Everyone is busy, and lunchtime is a great opportunity to reach people, if you can make it easy. Brown-bag lunches, which feature seminars or other helpful information at work, are a popular way to reach people with diabetes and their families.

How? Invite speakers from your State diabetes control program or local hospital to talk about diabetes and ways to control it. Call the NDEP for a copy of the NDEP PSAs, which you can show during lunch. In addition, the NDEP can help you talk to your employer about how your company can join other businesses in making diabetes control a companywide effort.

Where to start?

Talk to your company's health benefits manager or wellness coordinator in human resources.

What will you need?

NDEP materials:

- *Control Tips* and HbA1c brochures
- NDEP PSAs
- Information on company and community health fairs, physical activity, nutrition, and related services for individuals with

Who else can help?

- Local health professionals
- Diabetes educators
- American Association of Diabetes Educators
- Staff from YMCA/YWCA

TIPS

A demonstration of diabetes-healthy recipes during lunch will make the presentation more interesting and useful. Talk to the chefs at the restaurants your co-workers visit for lunch each week. They can help by preparing a special diabetes-healthy recipe.

Network: Use your existing partnerships and professional associations.

Why? Why not? Diabetes affects 16 million people in the United States. These are you and your partners, family members, employees, and constituents. Ask them to join you and make a commitment to increasing awareness of diabetes among their membership.

How? Make a presentation on the NDEP at your next meeting or conference. Ask coalition members to make a commitment to joining the fight against diabetes by helping to spread the word through their partnerships, community activities, and related functions. Provide members with a copy of the NDEP materials and order form. Ask them to include NDEP materials in health fairs and festivals, professional conferences, and other activities in which they participate. You can also ask members to join with your organization in making diabetes a priority for their companies. NDEP materials and posters can be displayed within each organization, and articles on diabetes can be included in the organization's newsletter.

Where to start?

At your next association meeting, talk to the president or chairperson of your group about putting diabetes on the agenda.

What will you need?

- Script
- NDEP PSAs
- NDEP brochures
- NDEP posters
- Audiovisual equipment

Who else can help?

Other members. Ask them about their upcoming health fairs and community events. Are they currently doing anything to increase awareness of diabetes? Ask them to join you in getting it on the association agenda.

TIPS

Include NDEP materials with other conference or meeting materials.

Get the local stars involved: Dedicate a show to controlling diabetes.

Why? Entertainment through movies, plays, and local theater productions attracts people from throughout the community. Getting the local theater or dance troupe to dedicate a show to controlling diabetes is a great opportunity for really bringing the message home.

How? Ask show producers or other key staff to donate a small portion of the proceeds from one show to the community fund to fight diabetes. Often this will be a matinee, such as a production of the show scheduled for 2 p.m. on a weekend. The amount donated can be as small as 50 cents or $1 per ticket sold—it all adds up. Ask the producers to announce at the beginning of the show and in promotional materials before the show that this particular show is dedicated to showing the local entertainment industry's support for community efforts to take control of diabetes.

Once it's confirmed, do your part. Start getting the word out. Help promote the show by placing flyers in area schools, retailers, beauty and barber shops, and local faith institutions.

Where to start?

Start by talking to the theater manager or public relations officer and the show's producer. They'll make decisions about whether the theater will join in the effort and what portion of the ticket sales they're willing to donate. What can you bring to the table? Guaranteed attendees and lots of promotional support.

What will you need?

Copies of promotional flyers produced by the theater or some that you have developed on your own.

A paragraph or two on diabetes that can be included in the theater program or ticket stub or a brochure from the NDEP that can be handed out to attendees.

Who else can help?

Student volunteers, high school theater departments, retailers, and local printers. Local political leaders can be invited to say a few words at the beginning of the show about the importance of controlling diabetes in the community.

TIPS

Don't forget high school drama departments. They regularly feature productions of popular shows, which are usually well attended by local parents and friends of the soon-to-be stars!

Encouraging Behavior Change for Diabetes Control Through Physical Activity

Physical activity interventions

Following are examples of moderate amounts of activity

- Washing and waxing a car for 45-60 minutes
- Washing windows or floors for 45-60 minutes
- Playing volleyball for 45 minutes
- Playing touch football for 30-45 minutes
- Gardening for 30-45 minutes
- Wheeling self in wheelchair for 30-40 minutes
- Basketball (shooting hoops) for 30 minutes
- Bicycling 5 miles in 30 minutes
- Dancing fast (social) for 30 minutes
- Pushing a stroller for 1 mile in 30 minutes
- Raking leaves for 30 minutes
- Walking 2 miles in 30 minutes (15 min/mile)
- Water aerobics for 30 minutes
- Swimming laps for 20 minutes
- Basketball (playing a game) for 15-20 minutes
- Bicycling 4 miles in 15 minutes
- Jumping rope for 15 minutes
- Running 1.5 miles in 15 minutes (10 min/mile)
- Shoveling snow for 15 minutes
- Stair-walking for 15 minutes

These activities are designed to motivate people with diabetes to increase their physical activity levels, whether through walking more, participating in a sport, taking a class like yoga or water aerobics, or simple daily stretching and strengthening activities.

Physical activity is a critical component of the physical and emotional well-being of persons with diabetes. Physical activity has been shown to significantly reduce the impact of or delay the development of complications in people with diabetes.

Becoming more physically active can have an effect on others in the family. When children and grandchildren watch parents and grandparents being physically active, it may encourage them to develop a lifestyle in which this is a regular part of their lives. This can help to prevent the development of diabetes in the next generation.

Start a mall-walkers program for senior citizens.

Why? Shopping malls are excellent, safe places for senior members of the community to become more physically active.

How? Identify the enclosed shopping centers in your area. Is there an existing mall-walkers program you can let the community know about? If not, talk to mall management to see if it is willing to host a mall-walkers program. Create signs and flyers announcing the new program. Be sure the flyer lists hours the mall will be open for walkers, suggestions for dress (tennis shoes, sweat pants, etc.), and any other special features (music, free orange juice, etc.). Place the flyers at the information desk and in the food court, and distribute them at area dry cleaners, laundromats, senior centers, and pharmacies.

Where to start?

Contact your local recreation department, senior center, or YMCA.

What will you need?

- Maps of mall routes and distances
- A place for everyone to meet, ideally a restaurant
- Promotional items, like T-shirts or pedometers

Who else can help?

Get people moving—The local recreation department, gym, YMCA, or hospital wellness program.

Spread the word—The mall management staff, minority organizations, local media, libraries, senior centers, Kiwanis and Lions clubs, places of worship, beauty and barber shops, dry cleaners, pharmacies, and laundromats, to name a few.

Provide refreshments—Mall food merchants.

TIPS

In the flyer and press releases, remember to thank mall management for their support as a community partner fighting diabetes.

Arrange physical fitness programs for adults.

How? The local recreation department, senior center, or YMCA may provide space for the event and a physical fitness instructor to lead the seminar and get people moving. The seminar can feature examples of things people can do to stay physically active and control diabetes. These can include tips on walking, gardening, or housecleaning. The seminar can also include an armchair exercise program for those persons with mobility problems. Generic NDEP posters can be used to promote the event, and flyers can be developed that promote the importance of physical fitness in controlling diabetes.

Why? Organizing community-based opportunities for adults to engage in physical activity can make an important difference in the lives of people with diabetes, as well as the rest of the community. A community-based physical activity program helps eliminate many barriers that prevent adults from increasing physical activity, such as lack of transportation, costs, and more.

Physical activity helps people with diabetes in two ways. First, it helps to remove some of the glucose from the blood to use for energy after a physical activity. This helps to lower blood glucose levels. Staying physically active can also help to delay or prevent heart disease, which is the leading cause of death in people with diabetes. Physical activity also helps people with diabetes to lose weight and keep it off. It can help ward off depression and contribute to an overall feeling of well-being.

Where to start?

Contact your local recreation department, senior center, or YMCA.

What will you need?

- Fitness tapes
- Room for activities
- Instructor to lead the group
- T-shirts or other promotional items
- NDEP *Control Tips* and *HbA1c* brochures

Who else can help?

Spread the word—Organizations such as the Links, the AAPCHO, and the Lions Clubs, as well as doctors' offices.

Provide factsheets on physical activity—The President's Council on Physical Fitness may be able to provide fact cards on the health benefits of each activity. You may want to see what CDC's Division of Nutrition and Physical Activity (DNPA) offers as well.

TIPS

Ask local officials to write thank-you letters to recognize those organizations who helped in this effort.

Take the dogs for a walk.

Why? Dog owners have to walk their dogs anyway. For people with diabetes who own dogs, walking with other dog owners can be fun for owner and dog alike, keeping both physically fit and helping the owner avoid the complications of diabetes.

How? Visit neighborhood parks where dog owners meet after work. Talk to neighbors who own dogs and invite them to join. Dog owners can meet at the same time each night or weekend and keep physically fit and improve neighborhood safety while walking two or three laps around the block.

Where to start?

Talk to your neighbors or post signs at the local vet or pet store.

What will you need?

- Flyers to advertise the new group
- Tennis shoes or other walking shoes
- T-shirts or special dog collars to promote the club

Who else can help?

Local pet stores can help promote the club.

Retailers may provide a discount for club members on the purchase of walking shoes.

Local police may ask officers to walk with dog owners to show their support.

TIPS

Invite local media. They may cover the start of this diabetes control activity, which helps keep the neighborhood safer in the process. Be sure to use any air time to publicly thank your partners.

Start a walking club.

Why? Walking around the neighborhood or at lunchtime with co-workers helps maintain physical fitness. In some communities, residents—especially seniors—do not feel comfortable walking alone. A walking club gets everyone out and moving as a group, providing an opportunity for neighbors to meet and get physically fit in a fun way.

How? Talk to your neighbors or co-workers about your interest in starting a club. Create flyers announcing the club and inviting others to participate. Kick off the first walk with a speaker from your State diabetes control program. A representative from the local recreation department, YMCA, or health club can lead everyone in stretching and warm-up excercises. Keep track of the miles walked and share your progress on bulletin boards and at neighborhood meetings or staff meetings at work.

Where to start?

Place a notice in the community paper.

What will you need?

- Maps of area walking routes
- Activity sheets to track miles walked
- Walking shoes
- Diabetes-healthy snacks

Who else can help?

Promotional items: area T-shirt shops
Refreshments: the supermarket
Expertise: the University of Georgia has developed a curriculum titled "Walk a Weigh."

TIPS

Walking in teams and competing can make it more fun.

Organize an armchair exercise class.

Why? Armchair exercise is physical activity for people who cannot stand for long periods and need to sit regularly. Armchair exercises are fitness activities you can do while sitting at the kitchen table, in a recliner, or with friends. The class is especially useful for people with limited mobility.

How? Contact your local YMCA or the physical therapy department of your local hospital to find an instructor who can lead a course for people with diabetes in your community. The class should be free or low cost and in a place convenient to community members. Write a brief description of the class and the benefits to the community, and invite people with diabetes and their family members to attend. The class should be fun, with upbeat music, and participation by family members and others in the community will provide people with diabetes with the additional support they need.

Where to start?

Contact your hospital's physical therapy department or the YMCA.

What will you need?

- An indoor space with plenty of chairs and good ventilation
- Cans of soup, small weights (1 pound)
- A tape recorder or portable stereo
- Upbeat music that'll make attendees want to move!

Who else can help?

- The President's Council on Physical Fitness
- Local gym instructors
- Local school gymnasium
- Senior center
- Local faith institutions

Organize a community garden.

Why? A community garden can help people with diabetes achieve two goals: eating healthier and becoming physically active. A community garden is a plus for the entire community. It's an opportunity for community members to learn the skill of growing food, it offers the reward of seeing and tasting the fruits of everyone's labors, and it provides an inexpensive source of fresh fruits and vegetables for every family in the community. A community garden can be a source of great pride for the community and help encourage healthy eating habits for people with diabetes and the community as a whole.

How? You'll need to start by identifying a piece of empty land that can be used for the purpose. Often, community gardens begin in local parks. The department of parks and recreation may provide your community with a small section of land that can be dedicated to the community garden. Other times, an abandoned lot will be used for that purpose. Once a place for the garden is secured, community members can talk to the local garden store to learn more about what they can plant and how to do it. You'll want to develop posters to let community members know about the garden and invite them to learn more about it and volunteer. Make it fun by reporting on the progress of the garden every month or so through flyers, the bulletin board of the local library or grocery store, or the rural development center.

Where to start?

Contact your local parks and recreation department or city or county property office for help in identifying available land and approval for its use.

What will you need?

- Garden tools and gloves
- Seeds
- Watering can
- Volunteers from the community
- Flyers

Who else can help?

- Office of parks and recreation
- Local farm bureau
- Rural development center
- Printer
- 4-H Club
- Cooperative extension office

Notes:

Encouraging Behavior Change for Diabetes Control Through Access to Health Care

Plan a foot screening event.

Why? Foot ailments are one of the major complications of uncontrolled diabetes and can have serious consequences if untreated. A foot screening will help individuals with diabetes in the community learn proper foot care and help detect any problems before they become serious.

How? Talk to the local hospital to see if they have a podiatry department. In some hospitals, the orthopedist may be the health care provider who will handle foot problems. Talk to the local hospital or clinics staff about hosting a foot screening for people with diabetes in the community. In turn, your community will promote the event and help the hospital or clinic promote its services to a wider audience.

Where to start?

Call the community affairs office of your local hospital or the American Academy of Podiatric Medicine to be referred to a podiatrist in your area. The academy, along with the local affiliate of the American Diabetes Association and area hospital, should have information on foot care for people with diabetes that you can distribute at the event.

What will you need?

- An indoor room to hold the event
- Chairs
- Flyers
- Brochures on foot care for people with diabetes

Who else can help?

- Your local faith leader
- Local shopping mall may provide space for the event
- Local hospital or community clinic
- Local medical school may have students who can help with the event

TIPS

You can promote your event through local faith institutions and senior centers, on grocery store bulletin boards, and at upcoming community fairs and other events.

Invite diabetes health care providers to speak to your group.

Why? Often when people see the doctor they are afraid of asking too many questions, or questions may not occur to them about treating and controlling their diabetes until after their appointment. Inviting local health care providers to speak to your group about controlling diabetes provides a comfortable, relaxed environment where people with diabetes and their family members may feel more comfortable about asking questions that will help them better understand the disease and learn to control it.

How? Contact your local hospital or clinic's community affairs office to ask for its assistance in arranging this event. Offer to invite the local media to highlight the hospital's community outreach activities in action. You'll want to ask them to provide someone to speak on nutrition, physical activity, complications of diabetes, and steps to avoid complications of the disease. A primary health care provider, endocrinologist, nutritionist, nephrologist, diabetes educator, nurse, or podiatrist are among the diabetes professionals who might be invited to participate.

Where to start?

Contact the community affairs office of your local hospital or community clinic.

What will you need?

- Meeting space
- Flyers
- Educational materials

Refreshments

Who else can help?

- Local American Association of Diabetes Educators (AADE)
- State Diabetes Control Program

Hospital Cafeteria

Educational classes by hospitals: diabetes in the family.

Why? Individuals with diabetes and their family members need ongoing support to help them cope with the disease and learn how to build managing the disease into a regular part of their daily activities. Individuals with diabetes and their family members may have questions about appropriate foods, the need for and types of physical activity available to them, and how the disease may affect their lives and daily routines. Many local hospitals and community clinics regularly hold classes taught by diabetes experts to help people with diabetes learn to manage the disease.

How? Your group can help by contacting local hospitals and clinics to find out if they host classes on controlling diabetes for the community. These classes are usually free or charge a very low fee to cover the cost of refreshments and materials. Your group can help publicize the availability of these events in your community by working with the hospital to describe the upcoming classes, distribute promotional flyers and educational materials, and help register community members to attend.

Where to start?

Call the local hospital public or community affairs office, your local affiliate of the American Diabetes Association, or your State diabetes control program office to learn about classes in your area.

What will you need?

- Time to make a few telephone calls
- Flyers to promote the classes
- Educational materials
- Sign-in sheet

Who else can help?

- Your local printer
- Church or synagogue
- Senior services center

TIPS

Transportation may be an issue for some community members. Talk to the local faith leaders to see if it may be possible to arrange for the use of the institution's van or car to help transport community members who need a ride.

Provide access to services: Host a health fair on diabetes.

Why? Health fairs are excellent opportunities for placing a lot of information on controlling diabetes and its complications in the hands of people with (or at risk of) diabetes and their family members.

How? Contact organizations that can provide information on controlling diabetes, suggestions for healthy recipes, physical fitness activities, and other ideas. If the theme of the health fair is improving overall wellness, it will attract more people to the event. Include organizations that target some of the complications of diabetes, such as heart disease, kidney disease, and blindness.

Local malls or hospitals make good partners. They can provide space for the event and a built-in audience—people are there naturally.

Where to start?

Contact hospital public relations offices or your public health department.

What will you need?

- Diabetes exhibit
- Tables and chairs
- Location with indoor shelter
- NDEP materials
- Other materials related to diabetes: heart disease, kidney disease, vision care, etc.

Who else can help?

- The American Diabetes Association
- The American Kidney Foundation
- State Diabetes Control Program
- AAPCHO, COSSMHOS, The Links
- Association of American Indian Physicians (See References and Resources section for contact information.)

TIPS

Try to join existing health fairs in your community. Your local newspaper and civic or hospital association will have details.

Get pharmacists involved: organize an "Ask the Pharmacist" day on diabetes

Why? People with diabetes have to see the pharmacist regularly for their medications and test strips. Many seek the pharmacist for advice on their medications and other related concerns. An "Ask the Pharmacist" day will help attract customers to the store and provide customers with an opportunity to ask questions about diabetes.

How? Contact area pharmacies to see if they are willing to host a question-and-answer session for customers on controlling diabetes and medication. On flyers advertising the event, ask customers to bring with them all the medications they are currently taking, including over-the-counter medicines.

Develop generic posters to announce the event. The NDEP brochures and bookmarks can be distributed to customers. Many pharmacies can print a message about diabetes with the NDEP logo on the labels or bags of each prescription filled.

Where to start?

Call and ask for the pharmacy or store manager. If the pharmacy is part of a chain, you will need to call its corporate office.

What will you need?

- A separate area to discuss each person's medicines with him or her
- Tables and chairs
- Tip sheets on taking medications properly

Who else can help?

Large stores may be willing to host the event in all of their regional stores.

TIPS

Provide pharmacists with a copy of the NDEP logo. They can include the store name with the logo as a partner with the NDEP in this effort.

Encouraging Behavior Change for Diabetes Control Through Healthy Eating

Control diabetes with healthy foods and fun: Encourage restaurants to add a diabetes-healthy selection to the menu.

How? Talk to area restaurant owners about adding a diabetes-healthy selection to the menu. The American Dietetic Association and the American Association of Diabetes Educators can provide expert advice and guidance on developing a special selection for the menu or adapting an existing menu item so that it is suitable for a person with diabetes.

This can be a one-time activity, or restaurants may be willing to tie it to a diabetes-related health theme (e.g., February is heart month; people with diabetes have a higher risk of heart disease) or to ethnic fairs and special events (e.g., September is the annual Hispanic festival). Ethnic restaurants can promote the new menu addition to show that ethnic dishes can be prepared in a way that is healthy and still tastes great.

NDEP posters can be displayed in the window of the restaurant or a special insert announcing the healthy menu selection can be printed and clipped to the menu.

Where to start?

Contact the owners or managers of local restaurants.

Many cities have an association of restaurant owners listed in the telephone book.

Also contact your local American Dietetic Association and AADE. Contact information is listed at the end of this guide.

What will you need?

- Nutrient analysis
- Flyers
- Recipe cards

Who else can help?

- The American Diabetes Association
- Local media
- Local health care providers

TIPS

Fast-food restaurants with healthy menu selections like salads can also join the effort. They can help spread the word on their tray place mats. Contact their corporate offices for details.

Taste-test healthy recipes: Organize a diabetes-healthy cooking class and food tasting with area faith institutions.

Why? Many places of worship host small meals after the services each week, with foods that are a favorite of the congregation. Hosting a diabetes-healthy cooking class at places of worship will provide you with an opportunity to reach seniors and other adults with type 2 diabetes and will provide a supportive, enjoyable environment for everyone to learn how to improve the healthfulness of favorite recipes.

How? Contact area faith leaders to see whether they would be willing to host a healthy foods Sabbath. It might be a good idea to tie the day to a special event, such as National Diabetes Month in November or National Eye Health Month in January, right after the holiday meals when everyone is thinking about New Year's resolutions.

Provide a set of diabetes-healthy recipe cards to each place of worship, along with fact sheets on diabetes. The places of worship can include the fact sheets as inserts in religious programs. Work with religious leaders to set a day for the event. People attending the event can each receive a set of diabetes-healthy recipes, along with the NDEP *Control Tips* brochure and bookmarks.

Where to start?

Contact local faith leaders or the place of worship's board presidents to share your idea.

What will you need?

- Recipe cards that include traditional recipes and inexpensive ingredients
- Cooking stations to allow attendees to practice
- Inserts for the organization's program or newsletter

Who else can help?

- Local dietitians
- Local supermarkets
- American Diabetics Association

TIPS

This is a great opportunity to have the clergy talk about diabetes during the service.

Organize an ethnic food festival featuring diabetes-healthy recipes.

Why? Food festivals are a wonderful opportunity to demonstrate to a large number of people that ethnic foods can be prepared in a healthy and delicious way. Ethnic food festivals are a perfect opportunity to reach your audience with the message that healthful eating can help to control diabetes.

How? Contact your local chamber of commerce, along with minority organizations, to learn about ethnic events scheduled for your community. Organizations like the American Diabetes Association and the American Dietetic Association can help in modifying recipes so that they are healthful for individuals with diabetes. Distribute copies of recommendations to organizations participating in the day, and work with the American Dietetic Association to host a taste-testing of diabetes-healthy recipes for attendees.

Where to start?

Contact organizations like the National Coalition of Hispanic Health and Human Services Organizations (COSSMHO), the Links, and others. Also see the list of annual ethnic fairs and festivals in the References and Resources section of this guide.

What will you need?

- Modified ethnic recipes
- Cooking equipment
- Free recipe cards
- NDEP *Control Tips* brochure

Who else can help?

- Registered dietitians
- Minority organizations
- Home economics teachers

TIPS

The American Dietetic Association has a series of ethnic regional diabetes booklets. These booklets include wonderful recipes for traditional ethnic foods.

Develop a community cookbook of diabetes-healthy recipes.

Why? Some people with diabetes and their family members simply do not know what healthy exchanges are for the person with diabetes. Some families worry that favorite recipes won't taste as good if they are modified. For others, the cost of preparing more healthy choices seems too high. A cookbook of low-cost, favorite recipes from the community prepared in a healthy way can provide tried-and-true ideas from trusted sources.

How? Local restaurants, supermarkets, and printers may work with you to develop a cookbook of ethnic recipes that are healthful for individuals with diabetes and their families. The local cooperative extension office can help you with nutrition information. Also, your local American Diabetes Association has a number of cookbooks available for purchase that contain appropriate recipes for people with diabetes. Talk to local businesses for help in producing and selling the community cookbooks, when it is completed. Your proceeds can be used to fund other diabetes education activities for the community.

Where to start?

Collect recipes from the local diabetes support group and diabetes health professionals.

What will you need?

- Computer with graphics capabilities
- Volunteer editor
- Printer
- Clip art or volunteer graphic artist

Who else can help?

- American Dietetic Association
- AADE
- Cooperative extension office
- American Diabetes Association

TIPS

Have a taste-testing of recipes in the local supermarket when the book is finished.

Host a seminar on healthy eating for people with diabetes.

Why? People with diabetes and their family members need to know how important healthy eating is to controlling diabetes. This is an idea that you can broaden to include the whole community. By making it a community effort, you teach everyone about the role that healthy eating plays in good health.

How? Work with a service or community organization to sponsor this type of event. Having a broader related topic, such as "getting and keeping fit," might help you reach more people. Talk to local dietitians at area hospitals and with the American Dietetic Association. They may be available to make a presentation at a community event, health fair, or other event that focuses on healthy behaviors for controlling diabetes. Offer a free set of recipe cards to people who attend.

Where to start?

Talk to your local cooperative extension office or AADE chapter. They can provide you with nutrition information, brochures, and related materials about diabetes and nutrition. The cooperative extension office may help with a cooking demonstration.

What will you need?

- Kitchen
- Cooking equipment
- Recipe booklets

Who else can help?

Provide space: local recreation center

Printing: Kinkos or neighborhood printer

Cooking tips and recipes: the American Dietetic Association

Publicity: community leaders, area media, and local officials

Volunteers: 4-H members, dietetic interns, retired home economics teachers

TIPS

The University of Georgia has a cooking school curriculum called "The Right Bite Diabetes Cooking School."

Organize a diabetes-healthy food-tasting booth at community events, ethnic fairs, and festivals

Why? Give everyone a chance to see that diabetes-healthy recipes are good for everyone. Many organizations, including health centers, schools, and places of worship, can set up food booths to introduce people to the taste of diabetes-healthy meals.

How? What are the upcoming events in the community? Is there an annual calendar of events? Check with the local library and chamber of commerce to learn about activities planned for your community. Contact the American Dietetic Association for a list of recipes and tips on healthy cooking and healthful food exchanges for people with diabetes. Work with local minority organizations to spread the word about the event. Many of these organizations can help provide publicity and volunteers. The organization can also distribute recipe cards at their own events locally and nationally and include articles in their newsletters on controlling diabetes through healthy eating.

Where to start?

Check with local minority organizations about upcoming events.

Learn about national events through organizations like the National Council on Negro Women, which organizes the annual Black Family Reunion.

What will you need?

- Exhibit on diabetes cooking equipment
- NDEP campaign posters
- NDEP brochures in several languages
- Factsheets on diabetes in minority populations
- Information on free or low-cost cooking classes

Who else can help?

- 4-H members
- Registered dietitians
- Promotores
- Dietetic interns
- American Dietetic Association
- AADE

TIPS

Try making only one to two recipes, but in large quantities. This will give attendees an idea of what can be done and encourage them to attend free cooking classes.

What Do You Think? Activity Feedback Sheet

This sheet will provide you with important information on the community's opinion of your diabetes activity. This will help you learn more about what worked, how to improve future diabetes activities, and what information or activities the community would like to have to help them learn to take control of diabetes. Distribute these sheets at your events and tell attendees you want to hear from them. It will make people feel more involved and provide you with important information for a strong community that is involved in controlling diabetes.

Was this event helpful to you? Yes ___ (If yes, how?)

No ___ (If not, why not?)

Was the location easy for you to get to? Yes ___ No ___

Did you learn about controlling diabetes? Yes ___ No ___

Were the materials easy to understand and helpful? Yes ___ No ___

What else would you like to learn about diabetes?

What diabetes control activities do you think would be useful for our community?

How will you use what you've learned today?

What else would be helpful to you?

Did You Meet Your Goals? Planning and Evaluating Your Efforts

Knowing how well you did, whether you reached the community, what worked well, and what didn't is important information. This information will help guide your future efforts and provide you with a list of resources you can refer to again when planning your next community diabetes activity.

Organization name: _____

Date of activity: _____

Type of activity: _____

Purpose of activity: _____

_____

How was the event promoted? _____

_____

Who were our partners? _____

_____

Who were we trying to reach? _____

Did they attend? ❍ Yes ❍ No (If no, why not?) _____

_____

Approximately how many people attended? _____

What services did we provide? _____

_____

Did the media cover the event? ❍ Yes ❍ No (If no, why not?)

_____

What TV, radio, or print media attended? (List stations or papers, e.g., WJLA-TV 7, the *Washington Post*, the *Prince George's Journal*, etc.)

_____

_____

What was successful? Why? _____

_____

What needed to be improved? How? _____

_____

Brag Sheet

The National Diabetes Education Program wants to hear from you. Tell us how you helped increase awareness of diabetes. We can share your experiences and successes with our partners and communities throughout the country. Your words of wisdom will provide a wealth of ideas on which other communities can build their diabetes awareness efforts.

Fax or mail your submission to:
National Diabetes Education Program
Division of Diabetes Translation
4770 Buford Highway, N.E. (M/S K-10)
Atlanta, GA 30341-3717
Fax: (770) 488-5966
Phone: (770) 488-5044

Please type or print responses:

Name:_____

Name of organization _____

Address _____

City _____ State_____ ZIP _____

Phone: _____ Fax: _____ E-mail:_____

Can we refer other groups to you for additional information?

Can we post information about your program on the NDEP partner website?

❑ yes ❑ no

On a separate sheet of paper, please provide the following information:

What was your activity?
How did you do it?
Who helped?
What were the results?
Did local media cover the event?
Any next steps planned?
What else would you like to see from the NDEP?

Notes:

References and Resources

This section includes a wealth of resources and reference materials to use when developing community partnerships, activities, and access materials on diabetes for all audiences.

The listings in this section are suggested resources provided for information purposes only. Inclusion of any organization or resource in this section does not imply endorsement by the NDEP, its partners, or the CDC and the NIDDK.

Facts and Statistics on Diabetes

American Indians

- Diabetes is the sixth-leading cause of death among American Indians.
- An estimated 47,000 American Indians in the United States have diabetes.
- Five percent to 50 percent of American Indians are diagnosed with type 2 diabetes.
- American Indians are 10 times more likely than other Americans to develop diabetes.

Hispanic Americans

- Approximately 1.8 million Hispanic Americans older than age 20 have diabetes.
- Twenty percent of Hispanic Americans between the ages of 45 and 74 have diabetes.
- On average, Hispanic Americans are twice as likely to have diabetes as non-Hispanic whites of the same age.
- Among Hispanic Americans between the ages of 45 and 74
  - 26 percent of Puerto Rican Americans have diabetes.
  - 24 percent of Mexican Americans have diabetes.
  - 15 percent of Cuban Americans have diabetes.

Facts and Statistics on Diabetes (continued)

African Americans

- Approximately 2.3 million African Americans ages 20 or older have diabetes.
- One in four African Americans between the ages of 65 and 74 has diabetes.
- Diabetes is the fifth-highest killer of African Americans ages 45 to 64.
- One in four African American women older than age 50 has diabetes.

Asian Americans

- Asian Americans and Pacific Islanders are significantly affected by diabetes and its debilitating long-term complications.
- Diabetes is twice as likely to occur in native Hawaiian populations compared with white Hawaiian residents.
- The incidence of diabetes is rising among Asian Americans and Pacific Islanders.
- Pacific Islander populations are at high risk for developing complications of diabetes.

NDEP Campaigns Overview

Control Your Diabetes. For Life.

General awareness campaign—"Control your diabetes. For life."

NDEP officially launched its national public awareness campaign at a press conference in June 1998. The message stresses that controlling diabetes can make a huge difference in the lives of people with the disease.

Hispanic and Latino campaign—"Things you can't control"

"Rayos y Truenos" (Thunder and Lighting) was first developed by the NDEP Hispanic and Latino workgroup and launched in June 1998 and is now available in English and Spanish. The 1998 campaign featured the comfort of home and family during a stormy night. The new 1999 Television, radio, and print campaign materials feature a rainstorm and a car stuck in snow to bring home the message "There are many things in life that can't be controlled. Fortunately, diabetes isn't one of them."

African American campaign—"Family Reunion"

The NDEP African American workgroup developed and introduced its campaign at the Congressional Black Caucus annual meeting in September 1998. Concepts center around the idea of family and a reunion theme with a "control your diabetes for life" message. The entire campaign was released in summer 1999. Campaign radio and print PSAs as well as collateral materials are available.

American Indian and Native American campaign—"Future Generations"

The American Indian campaign is being developed with the NDEP American Indian workgroup. Launch of the campaign was scheduled for June 1999, and the campaign features television, print, and recorded radio PSAs. The campaign emphasizes the importance of tradition to control diabetes for future generations.

Asian American and Pacific Islander campaign

The Asian American and Pacific Islander campaign features a series of print PSAs and a live radio script. All materials were developed with the workgroup and are available in 12 languages.

Medicare Benefits & Controlling Diabetes campaign

Developed with the NDEP HCFA work group, this campaign was launched in April, 1999. The campaign promotes expanded benefits for Medicare recipients with diabetes that cover costs of diabetes equipment and supplies. Includes TV, radio and print PSAs in English and Spanish and a community kit.

NDEP Campaign Materials

Control Your Diabetes. For Life.

NDEP camera-ready materials (listed below) are available in this guide. All materials are easy to reproduce. The NDEP hopes these pieces will assist your organization's efforts to disseminate NDEP messages in the communities in which you are involved.

Campaign Guide for Partners

This guide contains fully reproducible materials to help communities work with the media to spread the word that diabetes is serious, common, costly, and controllable and that your community is involved. The guide features sample press releases, editorials, patient brochures, factsheets, NDEP logos and icons, and much more.

Multiethnic general awareness

Control Your Diabetes. For Life.—General awareness multiethnic poster (limited quantities)

This color poster illustrates that diabetes affects everyone. Populations represented include Asian Americans and Pacific Islanders, American Indians, African Americans, and Hispanics and Latinos.

Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy

This black-and-white patient education brochure provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control.

Tome su diabetes en serio, para que no se vuelva seria. Recomendaciones para sentirse mejor y estar más saludable (Spanish *Control Tips* brochure)

This Spanish-language black-and-white patient education brochure provides an action plan for diabetes control that includes tips for knowing blood sugar levels, reaching blood sugar goals, and maintaining blood sugar control.

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control

This reproducible, black-and-white patient education brochure provides information on measuring blood sugar levels using the HbA1c test and the finger-stick test with a blood glucose monitor.

Sepa cuánta azúcar tiene en la sangre: Hágase la prueba para controlar el azúcar sanguíneo (Spanish version of the *ABCs* brochure)

This brochure is the Spanish version of *Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control.*

NDEP bookmarks

These bookmarks feature the NDEP logo with illustrations from the various campaigns. They are designed to attract people's attention and encourage discussion about the NDEP.

NDEP logo slicks

These reproducible NDEP logos are available in different sizes depending on your organization's needs. Place next to your organizational logo to show you have joined the fight against diabetes. They can be used on grocery bags, on mugs, in newsletters, in mailings, and in other community communication materials developed by your organization.

"Things You Can't Control" Hispanic and Latino campaign

Poster

These 17-by 22-inch color posters illustrates the 1998 campaign image of the *lightning bolt* and the 1999 campaing image of *a couple in the rain*. With the following messages: "There are many things in life that can't be controlled. Fortunately, diabetes isn't one of them. Take your diabetes seriously so it never becomes too serious." Poster displays the NDEP toll free number for more information. Generic posters are available that include space for local referrals.

Press kit cover

These color covers depict the campaign images *lightning bolt* and *couple in the rain* and objective (an education campaign to motivate people with diabetes to control their disease). They can be used to make additional press kits.

Postcard

Depicting the campaign *lightning bolt* and a *couple in the rain*, these color 5x7 postcards state both the campaign name and objective. They can be used to inform other community organizations about the campaign and encourage dissemination of NDEP messages.

Print PSA

These 5-by 7-inch black-and-white PSAs come in two sizes and can be sent to local newspapers or magazines for publication.

Press kit labels

These black-and-white 5x7 labels state both the campaign name (Rayos y Truenos) and objective (an education campaign to motivate people with diabetes to control their disease). Labels can be placed on the front of white folders to create campaign kits.

Radio scripts—Rayos y Truenos and Picnic

Available in Spanish and English. These live announcer copies are available in 15- and 30-second formats and can be sent to radio stations to be read on the air.

"Family Reunion"—African American campaign

Print PSA

This "Family Reunion" print PSA comes in different sizes and can be sent to newspapers or magazines for publication.

"Future Generations"—American Indian campaign

Print PSA

These "Dancer" print PSAs come in different sizes and can be sent to newspapers or magazines for publication.

Asian American and Pacific Islander campaign

Print PSA

These print PSAs comes in different sizes and are available in 12 languages, including Chinese, Korean, Cambodian, Vietnamese, Tagalog, Laotian, Samoan, Okano, Gujarati, and Hindi. PSAs can be sent to newspapers or magazines for publication.

Live announcer radio scripts

Live announcer radio scripts are also available for all campaigns and can be sent to local radio stations to be read on the air.

For an update on new campaign materials, please contact the NDEP at 1-800-438-5383 or on the Internet at http://ndep.nih.gov.

How to Use NDEP Campaign PSAs

What is a PSA?

PSAs, or public service announcements, are used as free advertising. PSAs can be played on radio and television stations and inserted into newspapers, magazines, and other print publications. PSAs are typically sent to public affairs or public service directors.

What's the difference between television, radio, and print PSAs?

- **Television PSAs** are generally 10, 15, 30, or 60 seconds in length. Most of the NDEP PSAs are 15 or 30 seconds in length. Shorter PSAs are used more often by TV stations because they don't require as much time and allow the public service director to fit several 15- or 30-second spots into a short timeframe.
- **Radio scripts** are typically called "live announcer copy" since the announcer reads the PSA on the air. Cassette tapes with a recorded radio spot that is 15 or 30 seconds long are also available. Both can be sent to radio stations to be played on the air.
- **Print PSAs** are photos that represent the major theme of the campaign. They include a short description of the campaign and the NDEP's key message, "Control Your Diabetes. For Life." Print PSAs are available in different sizes, and public service directors at the local newspaper or magazine will insert the PSA that fits the space they have available.

Who should they be sent to?

Local public service or public affairs directors (television, radio, newspaper, and magazine).

How do I know which television station, radio station, or newspaper to send it to?

You know what audience you're trying to reach. So do the local television, radio, and print news outlets. They all keep facts and statistics on their audience—average age, income, interests, and race/ethnicity. Although you may have some ideas about where members of your community get their news, if you are working with an audience you're unfamiliar with, ask its members. Where do they get their news locally? Then call the different media outlets and ask them for some information on their audiences. This will help ensure that you reach the intended audience in your community.

How will I know who heard it?

Local television, radio, and print outlets can also give you an estimate of the number of people who are listening, watching, or reading their news programs at any given time. Once you have an idea of when your PSA will run, the station or publication can give you an estimate of readers, listeners, or viewers for that time slot.

How do I know if the PSA was used?

For television and radio, you can first ask the public service director for an idea of when the PSA will air. For newspapers and magazines, many are willing to provide you with a clipping from the publication in which the print PSA is included. These are great, because they provide you with a permanent record of the date, name of the publication, and copy of the ad as it appeared in the publication. Finally, remember to tell your neighbors, family, and friends to watch, listen, and read and let you know when and where the PSAs are run.

NDEP Campaign PSAs: Getting the Media To Use Them

- **Attach a letter** with the PSA that describes the campaign and your community's concern about diabetes. Ask the public service director to run the PSA on the air or in their publication.

- **Call the public service director** to make sure that he or she received your letter and copy of the PSA. This is another opportunity to briefly ask for support by running the PSA. For some campaigns, the NDEP has printed postcards that you can use to attract attention to the campaign. You can write your letter on the card and use it to accompany the PSA or use the postcards to write thank-you notes from the community to the public service directors and station managers after the PSA has aired.

- **Remember your organization's newsletter.** It's a great place to run a print PSA because it will be seen by all your members.

- **Remember your organization's telephone system.** It's a great place to play the radio PSAs while callers are on hold.

- **Remember your organization's waiting room or lobby.** If there's a television with a VCR there, why not play the television PSA relevant to your community?

- **Remember to include a phone number and contact name** for a reporter to call to get more information about the campaign and your community's activity.

- **Put print PSAs on the road.** Call the public or community affairs offices of local bus, rail, and trucking companies to see if they might place the PSAs on their vehicles.

A Sampling of NDEP Partners' Community Outreach Activities

Association of Asian/Pacific Community Health Organizations (AAPCHO)

The association issued a press release about diabetes control for Asian Americans and Pacific Islanders. Several major newspapers used this release.

International Association of Lions Clubs

This organization featured news about the NDEP awareness campaign and the importance of public understanding of HbA1c testing in the March 1998 issue of the *Diabetes Awareness Chairman Bulletin*, which is distributed to its members.

Links, Inc., and the National Eye Institute

The Links included NDEP materials in the National Eye Institute's Diabetes Month mailing to Links chapters across the country.

Maryland Diabetes Control Program

The program held a statewide diabetes partnership meeting based on the NDEP partnership model and showcased the NDEP campaign messages to participating community organizations.

National Coalition of Hispanic Health & Human Services Organizations (COSSMHO)

COSSMHO included a "Rayos y Truenos" campaign presentation on its annual meeting agenda.

National Council of La Raza (NCLR)

The council included a news release about the NDEP's "Rayos y Truenos" campaign to the Spanish-language press. A story about NDEP was also included in the organization's newsletter that is distributed to all members. NCLR also promoted the campaign by distributing more than 400 campaign press kits to attendees at its 1998 conference.

American Association of Diabetes Educators (AADE)

The AADE distributed more than 4,000 NDEP campaign guides for partners to members at its August annual meeting in Minneapolis, Minnesota. AADE included an NDEP presentation on its annual meeting agenda and also featured the NDEP in its fall 1998 newsletter.

American Dietetic Association

The association featured the NDEP in a session on Medicare benefits at its October annual meeting in Kansas City, Missouri. Also, an entire issue of the Diabetes Care Practice Group's monthly newsletter, *On the Cutting Edge*, was devoted to the NDEP in March 1999.

Association of American Indian Physicians (AAIP)

Presentations about the NDEP were given at AAIP's annual meeting, at a meeting of the Intertribal Council of Arizona, and at the National Indian Health Board's annual consumer conference to elicit input and gain support for NDEP messages targeted to American Indians.

Bayer Pharmaceuticals

Bayer reprinted 1,000 NDEP American Indian campaign posters for distribution at the October National Indian Health Board meeting in Anchorage, Alaska.

California Diabetes Control Program

The program coordinated awareness campaign activities with its 24-member CALNDEP Diabetes Coalition and is actively placing NDEP messages in California radio, television, and print media outlets. Highlights of media coverage include generating a prime-time public affairs program segment about diabetes on the NBC-TV affiliate in Sacramento.

100 Black Men of Nebraska

This year, the 100 Black Men of Nebraska will be disseminating NDEP messages throughout the State.

Wyoming Diabetes Control Program

The State of Wyoming Diabetes Control Program has actively promoted NDEP messages in media outlets throughout the State. In August, the program held a campaign launch at the State capitol in Cheyenne. Community groups and State representatives attended the launch. Many diabetes-related activities are planned throughout the year.

How Other Communities Joined the Fight Against Diabetes and Other Chronic Diseases

Zuni Diabetes Prevention Program

WHO/WHAT: The Zuni Diabetes Prevention Program is a project to reduce type 2 risk factors among Zuni high school children. The department of family and community medicine at the University of Arizona partnered with the Zuni Public School District (ZPSD) to design and implement the program.

HOW: The program established three social networks: community, faculty, and youth. Presentations about the program were made at meetings of the following groups: parent-teacher organizations, youth-oriented organizations, high school faculty, and the school district. Such groups were invited to participate in the program.

The program integrated diabetes education into the school curriculum by

- Developing diabetes education workshops for faculty that featured presentations on diabetes by Indian Health Service personnel. School food service planned and served healthy foods. School administration encouraged participation, and those who attended were financially compensated.

- Changing snacks and meals available to teens. The program worked with ZPSD food personnel to identify barriers to serving students low-fat, high-fiber foods. Personnel attended a 3-hour workshop on healthy cooking, where they received a packet of recipes and a list of alternate local food vendors.

Looking Good...Inside & Out — A Community Breast Cancer Education Project

WHO/WHAT: African American nurses in the Richmond, Virginia, metropolitan area, the Richmond Registered Beauticians Association, the Virginia Health Care Foundation, the Department of Family Practice at Virginia Commonwealth University, and participating hair salons and cosmetologists have collaborated to implement this project. The project is a public education program focusing on reducing breast cancer deaths in urban African American women.

HOW: The project worked with beauty salons to provide breast cancer education in a nontraditional setting. Nurses also conducted education classes at community-sponsored hair fashion shows. Free mammogram screening and clinical breast examinations were provided during education sessions. Nurses made referrals to primary care facilities in communities that provide free or reduced-cost services.

Project DIRECT (Diabetes Interventions Reaching and Educating Communities Together)

WHO/WHAT: The CDC partnered with the community of Southeast Raleigh Division of Health Promotion in the North Carolina Department of the Environment, Health, and Natural Resources, and Wake County Human Services to design and implement Project DIRECT. The project is a multilevel, community-based intervention that addresses diabetes and its complications in an African American Southern community. The project initially was directed toward gaining acceptance in the community.

HOW: The project developed a Community Advisory Board (CAB). To identify CAB members, a series of face-to-face interviews were conducted with local leadership organizations (e.g., the local black ministerial association), general and black medical associations, the health department, county parks and recreation departments, media and diabetes organizations (e.g., the American Diabetes Association), places of worship, and civic groups. Representatives of these organizations were asked to identify prospective CAB candidates. Those people whose names were repeatedly mentioned were invited to become CAB members. Community representatives (those who had the disease or had family with the disease) were also invited to join the CAB.

CAB activities included the following:

- Choosing the project name (in consultation with a local, black-owned marketing firm).
- Developing a promotional brochure to inform the Raleigh community about the project. To provide legitimacy, CAB members listed their names on the back of the brochure.
- Developing a plan to disseminate the brochure in targeted areas.
- Producing PSAs that aired on local radio stations.

Migrant Farmworker Camp Health Aide Program

WHO/WHAT: The Minnesota Extension Service developed the Migrant Farmworker Camp Health Aide Program to promote health education, disability awareness, and community leadership among migrant farm workers.

HOW: Farm workers were trained to serve as camp health aides. Aides deliver health education and disability prevention information, provide basic first aid, and make health referrals to their fellow workers and community residents.

Project Salsa

WHO/WHAT: Project Salsa promoted the health of a Hispanic and Latino community in San Diego, California, through better nutrition. Partner organizations included the local school district, health center, county health department, local social service agency, two voluntary health organizations, and two private nonprofit nutrition groups.

HOW: The project promoted maternal and child health by developing a consejera (peer counselor) system to teach perinatal nutrition education classes to women.
The project encouraged healthy eating among community schoolchildren by

- Developing the school-based curriculum "Alma, Vida y Corazon Manual" to be used in the classrooms.
- Training teachers to conduct at least one nutrition-related activity targeted toward students and parents, such as conducting taste tests, using the school-based curriculum in the classroom, and hosting health fairs.
- Training cafeteria workers in food preparation and nutritional marketing activities.
- Involving parents in such school nutrition-related activities as taste testings and health fairs.

The project presented grocery store management with information about the program and requested to use in-store space for message-dissemination activities. Such in-store activities included distributing program materials, conducting health screenings, and promoting other program projects in conjunction with grocery store promotions.

Asian-Grocery-Store-Based Cancer Education Program

WHO/WHAT: This program, sponsored by the University of California San Diego Cancer Center and the Susan G. Komen Breast Cancer Foundation, promotes cancer prevention, early cancer detection, prompt aggressive treatment, and clinical trials participation among Asians and Pacific Islanders. Asian grocery stores, the National Cancer Society, the Union of Pacific Asian Communities, the American Cancer Society, and sunscreen manufacturers collaborate on the program.

HOW: The program worked with grocery stores to feature displays in stores. Such displays promoted access to care, empowered the community to become active partners in maintaining their health, and encouraged the use of traditional diets in the prevention of cancer.

Community health educators helped develop and disseminate materials in stores.

Juneau PATCH Program

WHO/WHAT: The Juneau PATCH Program provides nutrition education to low-income and underinsured Native Alaskan and Native American families living in Juneau, Alaska. The program is sponsored by both the Alaska Department of Health and Social Services and the Southeast Alaska Regional Health Consortium.

Partner organizations include local tribal organizations, community agencies, civic groups, school districts, and Native Alaskan corporations.

HOW: Adolescents, adults, and elderly Native Alaskans and Native Americans are reached where they work, go to school, and socialize through the following strategies:

- Cooking classes
- Education materials
- Displays at community events
- Poster contests

Kansas LEAN Coalition

WHO/WHAT: The Kansas Health Foundation and the Kansas Department of Health and Environment, Bureau of Chronic Disease and Health Promotion, brought State- and county-level agencies, commodity groups, media, private industry, and disease-specific volunteer agencies together to develop Kansas LEAN. This nutrition program, aimed at chronic disease prevention, develops and disseminates nutrition education resources and implements community-level nutrition and physical activity interventions. The LEAN Coalition has more than 100 partners, including the Associate Milk Producers, American Cancer Society, Dillions, Inc., Supermarkets, Pizza Hut, Inc., and KAKE TV-10.

HOW: The coalition worked with commodity groups, food processors and distributors, commercial food service entities, and livestock grower groups to develop the "Check Your 6" campaign, which introduced the food guide pyramid. Partners contributed funds for printing and distribution.

Community coalitions were organized in two pilot communities to develop and implement community-based events such as communitywide track meets, lean meat cook-offs, nature walks with senior citizen partners, changes in the snack menus at high schools, and availability of juice machines in schools.

Community Health Nursing Project

WHO/WHAT: The University of Arizona collaborated with a county health department to address the health needs of small, rural, underserved, primarily Mexican American communities in Arizona. The project emphasized community self-help to identify and solve problems.

HOW: The project built meaningful community participation and control into projects by encouraging community input, review, and approval at all stages. The project involved community health nurses and promotoras (lay health workers) working with the community to identify health priorities and to plan and implement health programs.

A health fair was sponsored concurrently with a major community fiesta to provide service and familiarize the community with the project. The planning committee

included several active community members, county health department staff, and project staff. Some of the preventive features included health information booths and handouts on health promotion, prevention of chronic disease, and healthy lifestyles. Height, weight, and blood pressure screenings were also available.

The project expanded planning for a second health fair to include the promotoras, armed with community health goals established with input from community members. Promotoras planned booths and informational materials in response to community health concerns.

Suc Khoe La Vang: The Vietnamese Community Health Promotion Project

WHO/WHAT: The University of California at San Francisco partnered with local Vietnamese community agencies and local units of the American Cancer Society, American Lung Association, and American Health Association to develop this project. The project aims to reduce cigarette smoking in the San Francisco Vietnamese community.

HOW: The community was educated via Vietnamese and American mass media coverage of print news articles and radio, television, and outdoor advertising. The project worked with Saturday Vietnamese language schools to conduct anti-tobacco education programs (schools provided the sites for classes).

The project worked with local volunteer organizations, local tobacco control coalitions, and multiethnic tobacco education networks to conduct advocacy, coalition building, material development, presentations, and technical assistance.

PRO-West Phone Line

WHO/WHAT: PRO-West (Medicare's health quality improvement organization for Alaska, Idaho, and Washington) has partnered with Seattle area health plans to produce an interactive telephone line that builds on the NDEP slogan "Control Your Diabetes. For Life" and focuses primarily on the Medicare population with diabetes. The phone line is designed to encourage self-responsibility for managing a person's diabetes. The Health Care Financing Administration and PRO-West are sponsoring the phone line program. The phone line was activated for a 6-month trial period on February 1, 1999.

HOW: PRO-West partnered with four Seattle health plans (including Pacificare of Washington) to develop the content of panel discussions (which the caller hears immediately upon calling the line) on diabetes-related topics such as health care, HbA1c, impotence, meal planning, exercise, and psychosocial issues.

Health plans and PRO-West worked together to recruit health care providers, diabetes educators, and people with the disease to be panelists.

In addition, information brochures about the program were developed in conjunction with the health plans. The plans then disseminated the brochures to their patients before the activation of the phone line.

Diabetes Dicho Campaign for Colorado Hispanics/Latinos

WHO/WHAT: The Colorado Diabetes Advisory Council's High-Risk Population Task Force worked with the Diabetes Control Program at the Department of Public Health and Environment to develop this project. The task force was composed of the following: low-income clinics, health departments, persons with diabetes, state Medicaid health maintenance organizations, universities, medical centers, a state Medicare auditing company, hospitals, a migrant health program, a school of nursing, human service and aging groups, nursing organizations, county extension groups, and mental health institutes. The campaign used "Dichos," or Mexican cultural sayings, to carry the message about the importance of diabetes detection, control, and education to Colorado Hispanic residents.

HOW: The task force worked with local newspapers to publicize a different dicho each month. Dichos highlighted the following campaign themes: prevention, early detection, education, family involvement, and nutrition.

Dichos were featured on notepads and refrigerator magnets that were distributed throughout the State by members of the task force to clinics with large Hispanic clienteles.

Five news conference were held in areas with large Hispanic populations throughout the State. The task force and Colorado Diabetes Control Program worked to secure the local media at each conference. Such conferences used the dichos to promote campaign themes. News conferences resulted in unexpected editorial articles that supported delivering a culturally appropriate message on diabetes control to Hispanic residents in Colorado.

The Diabetes Control Program worked with members of the task force and persons with diabetes to develop a cookbook comprising of low-fat, low-calorie versions of traditional Hispanic recipes. Cookbooks were distributed at the news conference and at other local events.

A Little Help From NDEP Partners

Enclosed is resource information to help you in your community outreach efforts.

NDEP Special Populations Subcommittees

To develop the campaigns, the NDEP established four special populations subcommittees, representing those populations most affected by diabetes. Each of the subcommittees comprises representatives of respected organizations that serve the particular population. Following is a list of the subcommittee member organizations.

NDEP Hispanic/Latino Subcommittee

Concilio Latino de Salud

Elizabeth Valdez, M.D.
President and CEO
546 East Osborn Road, Suite 22
Phoenix, AZ 85012
Phone: (602) 285-0970
Fax: (602) 285-0980

Diabeticos Hispanos/Perfil Latino TV

Nelva Ancona Paraison
Program Host
P.O. Box 935
Millville, NJ 08332
Fax: (856) 825-0654

Latino Health Projects

Aracely Rosales
Director
311 South Juniper Street
Suite 308
Philadelphia, PA 19107-5803
Phone: (215) 546-1276, ext. 216
Fax: (215) 545-1395

National Coalition of Hispanic Health and Human Services Organizations (COSSMHO)

Eliana Loveluck, M.S.W.
Director, AIDS and Chronic Diseases
1501 Sixteenth Street, N.W.
Washington, DC 20036
Phone: (202) 387-5000, ext. 336
Fax: (202) 797-4353

National Council of La Raza

Henry Pacheco, M.D.
Director, Center for Health Promotion
Hispanic Health Project
Suite 1000
1111 Nineteenth Street, N.W.
Washington, DC 20036
Phone: (202) 776-1761
Fax: (202) 776-1792

Yanira Cruz Gonzalez, M.P.H.
Director, Hispanic Health Program
National Council of La Raza
1111 Nineteenth Street, N.W.
Washington, DC 20036
Phone: (202) 776-1711
Fax: (202) 776-1792

National Hispanic Council on Aging

Jose Luis Velasco
2713 Ontario Road, N.W.
Washington, DC 20009
Phone: (202) 265-1288
Fax: (202) 745-2522

Puerto Rican Association of Diabetes Educators

Adolfo Perez-Comas, M.D.
President
Suite 310-Conando
1452 Ashford Avenue
San Juan, PR 00907
Phone: (787) 723-4728
Fax: (787) 724-8538

Clinical Director's Network

Wanda Montalvo, R.N., M.S., A.N.P.
Northeast Cluster Coordinator
54 W. 39th Street, 11th floor
New York, NY 10018
Phone: (212) 382-0669
Fax: (212) 382-0669

White Memorial Medical Center

Diana Nancy A. De Leon, M.P.H.
Health Education Coordinator
Family Practice Residency Program
1720 Cesar E. Chavez Avenue
Los Angeles, CA 90033
Phone: (213) 260-5789
Fax: (213) 881-8641

NDEP African American Subcommittee

Center for Substance Abuse Treatment
Clifton Mitchell
3209 Adams Mill Road, N.W.
Washington, DC 20010
Phone: (301) 443-8802
Fax: (301) 443-3543

HealthQuest Publications
Sara Lomax Reese, M.S.
Publisher
Suite 215
200 Highpoint Drive
Chalfont, PA 18914
Phone: (215) 822-7935
Fax: (215) 997-9582

The Links, Inc.
Mary Clark, M.Ed.
Advisor to the Health and Wellness Committee
167 South Fox Road
Sterling, VA 20164
Phone: (301) 589-6760
Fax: (703) 450-5075

Mississippi Diabetes Control Program
Carolyn Thompson, M.A.
Director
P.O. Box 1700
2423 North State Street
Jackson, MS 39215-1700
Phone: (601) 576-7725
Fax: (601) 576-7497

Mt. Sinai Medical Center
Eva Bradley, R.N., B.S.N., C.D.E.
Diabetes Educator
Endocrinology
Public Health Service
1 Mount Sinai Drive
Cleveland, OH 44106
Phone: (216) 421-6593
Fax: (216) 421-4398

The National Caucus and Center on Black Aged, Inc.
Linda Jackson
Director, Health and Wellness
Suite 500
1424 K Street, N.W.
Washington, DC 20005
Phone: (202) 624-1136
Fax: (202) 347-0895

National Institute of Dental and Craniofacial Research National Institutes of Health
Caswell Evans, D.D.S., M.P.H.
Project Director and Executive Editor
Surgeon General's Report on Oral Health
National Institute of Dental and
Craniofacial Research
National Institutes of Health
7305 Brookstone Court
Potomac, MD 20854-4838
Phone: (301) 594-3281
Fax: (301) 435-8667

Odyssey Group
Gladys Gary Vaughn, Ph.D.
President
7921 Cypress Grove Lane
Cabin John, MD 20818
Phone: (301) 229-5176
Fax: (301) 229-5176

Ohio Department of Health
Thomas E. Joyce
246 North High Street
Columbus, OH 43266-0588
Phone: (614) 466-2144
Fax: (614) 644-7740

100 Black Men of America
James Black, D.D.S.
3015 Crenshaw Boulevard
Los Angeles, CA 90016
Phone: (323) 731-0801
Fax: (323) 731-1351

Tennessee Department of Health

Stephanie Perry, M.D.
Bureau of Alcohol and Drug Abuse Services
3rd Floor
Cordell Hull Building
426 Fifth Avenue, North
Nashville, TN 37247
Phone: (615) 741-1921
Fax: (615) 532-2419

Texas Department of Health

Debra Owens, M.S., R.D./L.D.
Director for Contract Management
Bureau of Nutrition Services
Texas Department of Health
1100 West 49th Street
Austin, TX 78756
Phone: (512) 458-7444
Fax: (512) 458-7446

Urban League of Nebraska, Inc.

Frederick Wright
3022 North 24th Street
Omaha, NE
Phone: (402) 453-9730
Fax: (402) 453-9676

NDEP Asian American and Pacific Islander Subcommittee

Association of Asian/Pacific Community Health Organizations
Jeff Cabellero
Suite 510
1440 Broadway
Oakland, CA 94612
Phone: (510) 272-9536
Fax: (510) 272-0817

Connecticut Department of Health
Theanvy Kuoch, M.A.
Refugee Health Program
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Phone: (619) 357-6464

Chicana Service Action Center, Inc.
134 East 1st Street
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Phone: (213) 253-5959

Council of Latino Agencies
2309 Eighteenth Street, N.W., Suite 2
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Phone: (202) 328-9451
Fax: (202) 667-6135

Cuban American National Council, Inc.
300 S.W. 12th Avenue, 3rd Floor
Miami, FL 33130-3484
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Fax: (305) 642-7463

Hispanic Dental Association
188 West Randolph Street, Suite 1811
Chicago, IL 60601-3001
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Fax: (312) 577-0052

La Alianza Hispanic (The Hispanic Alliance)
409 Dudley Street
Roxbury, MA 02119
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Fax: (617) 442-2259

League of United Latin American Citizens
221 North Kansas, Suite 1211
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Fax: (202)483-7183

National Hispanic Business Association
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Fax: (512) 495-9730

National Hispanic Council on Aging
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National Hispanic Medical Association
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Fax: (202) 234-5468

National Puerto Rican Forum
31 East 32nd Street, 4th Floor
New York, NY 10016-5536
Phone: (212) 685-2311

United States Hispanic Chambers of Commerce
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Chi Eta Phi Sorority, Inc.
National Professional Nurses Organization
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Phone: (202) 232-3858

National Association for the Advancement of Colored People, Washington Bureau
1025 Vermont Avenue, N.W., Suite 1120
Washington, DC 20005
Phone: (202) 638-2269

National Association of Negro Business and Professional Women's Clubs
1806 New Hampshire Avenue, N.W.
Washington, DC 20009
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Fax: (202) 462-7253

National Black Nurses Association
1511 K Street, N.W., Suite 415
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Phone: (202) 393-6870
Fax: (202) 347-3808

National Conference of Black Mayors, Inc.
1422 West Peachtree Street, N.W., Suite 800
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Phone: (404) 892-0127
Fax: (404) 876-4597

National Council of African-American Men
University of Kansas
1028 Dole Human Development Center
Lawrence, KS 66045
Phone: (913) 864-3990
Fax: (913) 864-3994

National Council of Negro Women, Inc.
633 Pennsylvania Avenue, N.W.
Washington, DC 20004
Phone: (202) 737-0120

National Urban League
120 Wall Street
New York, NY 10005
Phone: (212) 558-5300

United Black Places of Worship Appeal
c/o Christ Places of Worship
860 Forest Avenue
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Asian American Chamber of Commerce
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Phone: (913) 262-6190

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Asian and Pacific Islander American Health Forum
942 Market Street, Suite 200
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Asian Pacific Health Corps
http://www.studentgroups.ucla.edu
Made up of UCLA students, Asian Pacific Health Corps (APHC) is a volunteer organization that provides free hypertension screening and health education in the Asian communities of Los Angeles County.

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Cambodia Mutual Assistance Association
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The Center for Pan Asian Community Services, Inc.
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Coalition for Asian American Children and Families
120 Wall Street, Third Floor
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Conference on Asian Pacific American Leadership
P.O. Box 65073
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Filipino American National Historical Society
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Indochinese Community Center
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Japanese American Citizens League
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Korean American Coalition
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Phone: (303) 492-5593
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Hopi Cultural Preservation Office
P.O. Box 123
Kykotsmovi, AZ 86039
Phone: (520) 734-3750
Fax: (520) 734-2331

National Congress of American Indians
1301 Connecticut Avenue, N.W., Suite 200
Washington, DC 20036
Phone : (202) 466-7767
Fax: (202) 466-7797

Native American Business Alliance
P.O. Box 128
500 Smith Drive
Englewood, OH 45322-0128
Phone: (937) 836-2835

Native American Cultural Society
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Athens, GA 30604

Native American Journalists Association
1433 East Franklin Avenue, Suite 11
Minneapolis, MN 55404
Phone: (612) 874-8833

Sacred Run Foundation
P.O. Box 895
Newport, KY 41072
Phone: (606) 431-2346
Fax: (606) 581-9458

Tahana Whitecrow Foundation
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Salem, OR 97304
Phone: (503) 585-0564
Fax: (503) 585-3302

Walking Shield American Indian Society, Inc.
2472 Chambers Road, Suite 130
Tustin, CA 92680
Phone: (714) 573-1434
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Rural America's Resources

State Cooperative Extension Offices
http://www.reeusda.gov

Contact your local county extension office (listed under local government in the telephone directory), a land-grant university, or the CSREES (at 202-720-3029).

The CSREES has 3 million trained volunteers who work with outreach education programs nationwide. Currently, there are more than 9,600 local extension specialists and agents working in 3,150 counties. The CSREES focuses on critical issues affecting people's daily lives and the Nation's future. The CSREES responds to predominant quality-of-life problems—improving agricultural productivity; creating new products; protecting animal and plant health; promoting human nutrition and health; strengthening children, youth, and families; and revitalizing rural American communities. The CSREES accomplishes this through strategic planning and the development of research and education programs in cooperation with its partners. Extension professionals are often registered dietitians with much experience in providing guidance on preparing meals and healthy eating for people with diabetes and their families.

Rural Development Centers
http://www.reeusda.gov

Small towns and rural places face numerous barriers that inhibit the development of their fullest potential. In response to this, the centers serve as unique regional and national networks to catalyze, initiate, facilitate, and evaluate research and educational programs that have the potential to improve the social and economic well-being of individuals in small towns and rural places. Rural development centers can provide space, technical support, and more for diabetes seminars or support groups.

State Rural Development Councils (SRDCs)
http://www.rurdev.usda.gov

Created by Federal, State, local, and tribal governments and private-sector partners (profit, nonprofit, and community-based organizations) that play a part in developing rural areas, an SRDC defines its own mission, structure, operating guidelines, and action plan. Currently, 36 States have active SRDCs.

Farm Bureaus
More than 4.7 million families in 50 States and Puerto Rico belong to farm bureaus. The American Farm Bureau Federation is the Nation's largest farm organization. It is in the 2,800-plus county farm bureaus that programs are developed to meet the needs of farm families. Farm bureaus rely on member families for strength and direction. Thousands of volunteer leaders serve on county farm bureau boards and committees. From social outings and educational workshops to political action and community forums, farm bureaus offer programs and services for the entire family.

Additional Sources of Materials for Community Diabetes Activities

Words to the Wise: A Bilingual Course for Diabetes Promotoras
Sante Fe, NM: New Mexico Department of Health, Diabetes Control Program

This bilingual curriculum uses Spanish dichos to begin conversations about diabetes. The program is aimed at helping diabetes promotoras deliver diabetes education. The 10 lessons in this program discuss the following topics: general information about diabetes, health prevention and wellness, exercise, nutrition and culture, checking blood sugar levels, emotional issues, and working with a health care provider. Each lesson includes the following: Spanish dicho and English translation, the main idea, goals and objectives, a factsheet for each topic area discussed, lesson activities (including a visual flip chart), ways to end the discussion, and lesson handouts.

Available from the Director/Coordinator, Diabetes Control Program, New Mexico Department of Health, Harold Runnels Building, 1190 St. Francis Drive, P.O. Box 26110, Sante Fe, NM 87502-6110. (505) 827-2953.

Getting Physical!

National Association of Governor's Councils on Physical Fitness & Sports
http://www.fitnesslink.com

American Association for Active Lifestyles and Fitness
http://www.aahperd.org

Native American Recreation Sport Institute (NARSI)
http://www.charismapros.com

The Original Armchair Fitness Video *$39.95*

An aerobic workout in a chair for people who, because of preference, lifestyle, age, or disability, avoid extremely vigorous activity. This is the original award-winning 60-minute program used by thousands of people of all ages. Three 20-minute routines of lively stretching and strengthening motions with Big-Band-style musical accompaniment. Inspiring veteran teacher Betty Switkes leads the routines.

Benefits of this program practiced two or three times a week include

- Strengthened heart and lungs
- Lower blood pressure
- Improved circulation, flexibility, and coordination
- Increased stamina and muscle strength
- Stabilized blood sugar for people with diabetes and
- Enhanced sense of well-being and reduced susceptibility to depression

Armchair Fitness Video: Gentle Exercise *$29.95*
A 30-minute program for persons with limited strength and range of motion. It begins with a slow and easy warm-up. Teacher Betty Switkes progresses through a gentle full-body routine including a seated dance and a refreshing relaxation with routine show-style music.
Benefits of this program include

- Improved flexibility and coordination
- Increased strength in hands, arms, and legs
- Strengthened heart and lungs
- Lower blood pressure and
- Relaxation and improved mind-body harmony

To order, call 1-800-453-6280.

Healthy Eating Resources for Community Diabetes Activities

Mmmm Mmmmph! Recipes Too Good To Be True: Healthy Eating Resources for the Community in Control of Diabetes

Good Health Magazine
http://www.goodhealth.com
Features articles, recipes, and advice on physical activity, self-monitoring, nutrition, support, and more for people with diabetes and their families.

Diabetes.com
http://www.diabetes.com
An Internet resource filled with information on managing diabetes for people with diabetes and their families. In addition to information on nutrition, physical activity, and self-monitoring, diabetes.com provides a chat forum, up-to-date diabetes news, and information on services to assist in dealing with the cost of diabetes.

Diabetic Gourmet Magazine
http://diabeticgourmet.com
An Internet resource featuring monthly mouth-watering recipes and cooking tips for people with diabetes. There are recipes for all audiences and ethnicities, and it's easy to choose a recipe by grouping, such as fresh baked breads, ethnic and regional dishes, or soups and chowders, or by the month the recipe appeared in print.

Diabetes Action Research and Education Foundation
426 C Street, N.E., Washington, DC 20002
http://www.daref.org
Another online resource featuring special events and information on recipes and dietary information for people with diabetes. Includes links to additional resources such as the Centers for Disease Control and Prevention's diabetes homepage, the National Institutes of Diabetes and Digestive and Kidney Diseases of the National Institutes of Health, the National Eye Institute, diabetes.com, and the *Healing Handbook for Persons With Diabetes*.

Diabetic-Lifestyle Magazine
http://www.diabetic-lifestyle.com
An online resource featuring cooking tips and recipes for people with diabetes, including 37 snack recipes from the *Joslin Diabetes Gourmet Cookbook*, winner of a James Beard cookbook award (Bantam Books). The recipes run the gamut from bruschetta to stuffed bread slices, zesty corn chips, quick passaladiere, dilled potato-cheese soup, and soft pretzels. Also features a list of snacks that can be purchased at most supermarkets, calculated to supply 12 to 15 grams of carbohydrates or 1 carbohydrate exchange.

CREDIT AND ACKNOWLEDGMENTS

The National Diabetes Education Program (NDEP) is a joint initiative of the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH). The NDEP involves public and private partners to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and ultimately prevent the onset of this serious and costly disease. Our partnerships help make NDEP goals a reality.

We greatly appreciate the valuable work and input of the following people and would like to thank them for their contributions to the development of this document.

This guide was developed by Prospect Associates for the National Diabetes Education Program, under the National Diabetes Education Program Network Message and Strategy Development contract 0900-035 with the Centers for Disease Control and Prevention.

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Control Your Diabetes. For Life.

The next generation is counting on you to be there.

NDEP Diabetes Community Partnership Guide Registration Form

1) Help us keep track of those who have received this guide by completing the information below.

Name_____

Title_____

Organization_____

City/State/Zip_____

Phone_____

Fax_____

E-mail address_____

2) What type of organization do you represent?

- ❒ Minority organization
- ❒ Managed Care
- ❒ Health care clinic (city/county health care center)
- ❒ University/College
- ❒ Other_____
- ❒ Business/Corporation
- ❒ Church/religious organization
- ❑ Non-profit organization
- ❒ Community-based organization (community/senior center)
- ❒ Federal/state/local government agency

3) Which ethnic/racial group does your organization target? (Check all that apply)

- ❍ African American
- ❍ Caucasian
- ❍ All of the above
- ❍ Other_____
- ❍ Asian American/Pacific Islander
- ❍ Hispanic/Latino
- ❍ American Indian

4) Would you like to be included on the NDEP Partnership Network Website Database? If so, you will periodically receive announcements of new NDEP campaign products, community tools, and upcoming events.

⌂ YES ⌂ NO

Thank you. Together we CAN take *Control of Diabetes. For Life.*

Mail or fax this form to:
National Diabetes Education Program
CDC, Division of Diabetes Translation
4770 Buford Highway, NE (MS K-10)
Atlanta, GA 30341-3717
Phone: 770-488-5044
Fax: 770-488-5966

1999 NDEP DIABETES AWARENESS CAMPAIGN

The following pages contain the 1999 National Diabetes Education Program Awareness Campaign print ads and other brochures. NDEP is please to provide you with these materials. We look forward to working with you and your organization to get the message out to people with diabetes, their family members, and health care providers throughout your community.

Print Ad Sheets

The NDEP campaign print ads consist of campaign messages targeted to six specific audiences:

General Audience - reinforces that diabetes is a serious disease, addresses the fact that many people with diabetes have poor blood sugar control, and emphasizes that controlling diabetes can significantly reduce the risk of diabetes complications.

Hispanic/Latinos Americans - addresses fatalistic attitudes about diabetes and empowers those with diabetes to control the disease.

African Americans - centers on a "family reunion" theme and demonstrates intergenerational relationships and social support for people with diabetes.

American Indians - emphasizes that the diabetes epidemic is threatening the future of American Indians, communicates a message of hope, and stresses the importance of taking charge of diabetes for future generations.

Asian American/Pacific Islanders - communicates that diabetes is a serious disease and uses emphatic messages from doctors and people with diabetes to empower Asian Americans and Pacific Islanders with diabetes to manage their disease. The campaign materials for this audience have been translated and are available in the following 11 languages: Korean, Samoan, Cambodian, Gujarati, Vietnamese, Tagalog, Hindi, Laotian, Ilokano, Hmong, Chinese, and East Indian (English).

Seniors - promotes Medicare's expanded diabetes benefits and the importance of controlling diabetes.

Brochures

Also included in the following pages are samples of two NDEP brochures:
Control Yonr Diabetes. For Life. Tips for Feeling Better and Staying Healthy is a patient education booklet that provides an action plan for diabetes control and offers tips for measuring blood sugar, reaching your blood sugar goal, and maintaining blood sugar control.
Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control is a patient education brochure that provides information on measuring blood sugar levels using the hemoglobin A1c test and the finger-stick test (blood glucose monitor).

Ways to Use the Campaign Materials:

Some suggestions on ways that you might use both the print ad sheets and brochures include; 1) localizing the print ads and/or brochures for distribution within your community by adding your organization's name, logo, address and phone number; 2) getting the print ads published in local/community publications such as local newspapers, newsletters, announcements by identifying and contacting publications in your neighborhood/community and working with the advertising director to run the print ads, etc. and 3) using the campaign print ads and brochures to create promotional items for community events. Items such as bookmarks, postcards, brochures can be printed and distributed at health fairs, fund raisers, and other community events.

Additional Resources

NDEP updates its campaigns, messages, and materials on an ongoing basis, therefore to get the latest information on NDEP call 1-800-438-5383 or visit our NDEP website at http://ndep.nih.gov. For more information about diabetes visit the Centers for Disease Control and Prevention Division of Diabetes Translation website at http://www.cdc.gov/diabetes.

I'm controlling my diabetes so I'll be around for my grandchildren.

Controlling diabetes makes a huge difference.

I know I'm controlling my diabetes because I keep track of my blood sugar numbers. I manage my diabetes by watching what I eat, making time for regular physical activity, and taking my medicine as prescribed.

With my diabetes under control, I feel a lot better and have more energy. Best of all, I'm going to be around for my family... for my friends... for life.

Call 1-800-438-5383 to learn more.
Or visit us at our website: http://ndep.nih.gov.

NATIONAL DIABETES EDUCATION PROGRAM

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

Control your diabetes. For Life.

A PUBLIC SERVICE OF THIS PUBLICATION

7"x10"

National Diabetes Education Program: "Control Your Diabetes. For Life." Magazine Ad (100 line screen).
This artwork is camera-ready and may be reprinted and disseminated without permission.

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NATIONAL DIABETES EDUCATION PROGRAM

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2.25"x10"

I'm controlling my diabetes so I'll be around for my grandchildren.

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Control your diabetes. For Life.

A PUBLIC SERVICE OF THIS PUBLICATION

4.5"x4.875"

Controlling diabetes makes a huge difference.

I'm controlling my diabetes so I'll be around for my family... for my friends... for life. Control your diabetes. For life. For more information, please call 1-800-438-5383. Or visit us at http://ndep.nih.gov.

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

NATIONAL DIABETES EDUCATION PROGRAM

A PUBLIC SERVICE OF THIS PUBLICATION

4.5"x2.5"

Controlling diabetes makes a huge difference.

I'm controlling my diabetes so I'll be around for my family... for my friends... for life. Control your diabetes. For life. For more information, please call 1-800-438-5383. Or visit us at http://ndep.nih.gov.

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

NATIONAL DIABETES EDUCATION PROGRAM

A PUBLIC SERVICE OF THIS PUBLICATION

2.25"x5"

National Diabetes Education Program: "Control Your Diabetes. For Life." Magazine Ads (100 line screen).
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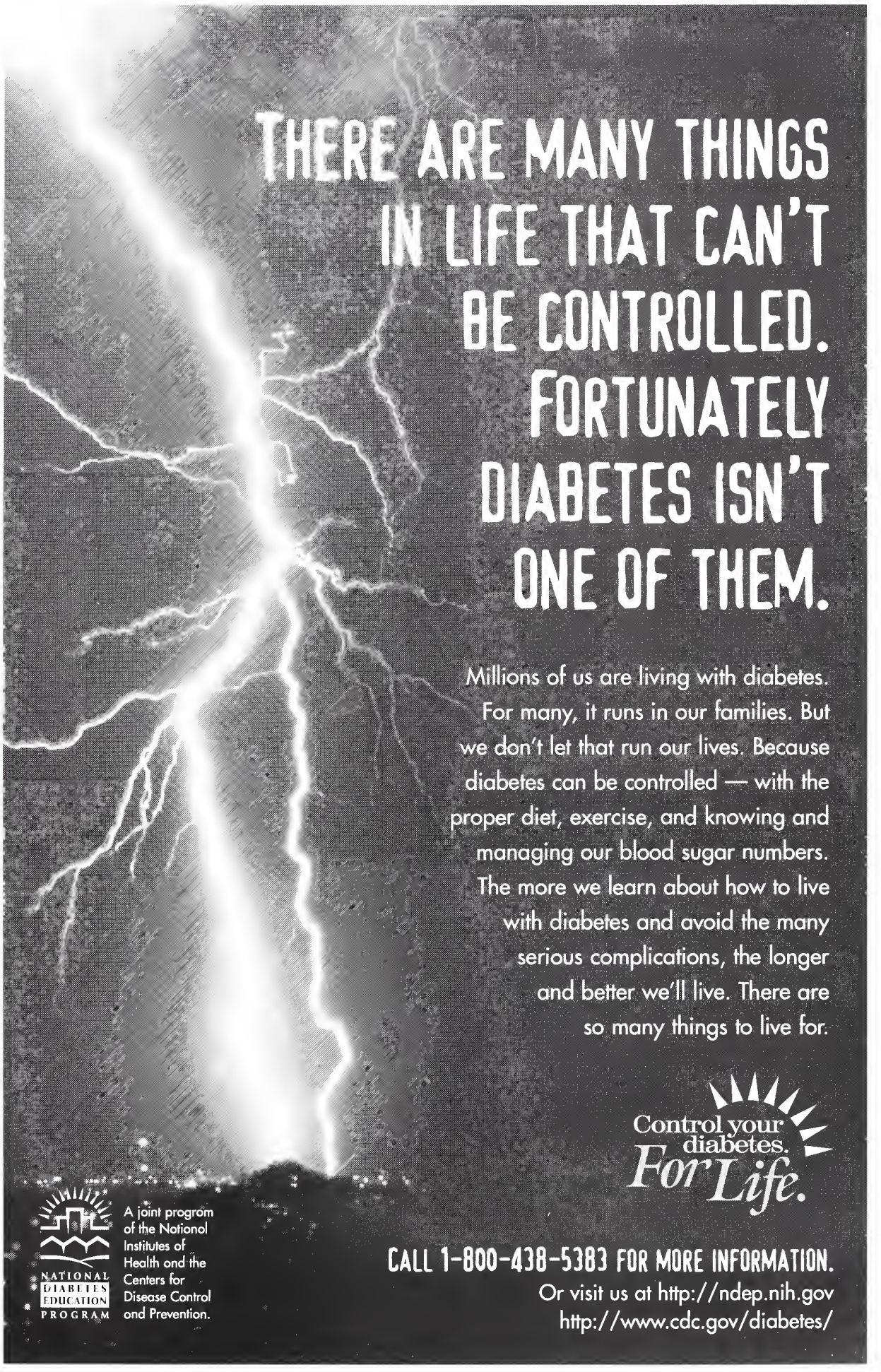
THERE ARE MANY THINGS IN LIFE THAT CAN'T BE CONTROLLED. FORTUNATELY DIABETES ISN'T ONE OF THEM.
Millions of us are living with diabetes. For many, it runs in our families. But we don't let that run our lives. Because diabetes can be controlled — with the proper diet, exercise, and knowing and managing our blood sugar numbers. The more we learn about how to live with diabetes and avoid the many serious complications, the longer and better we'll live. There are so many things to live for.
Control your diabetes. For Life.
NATIONAL DIABETES EDUCATION PROGRAM
A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.
CALL 1-800-438-5383 FOR MORE INFORMATION.
Or visit us at http://ndep.nih.gov
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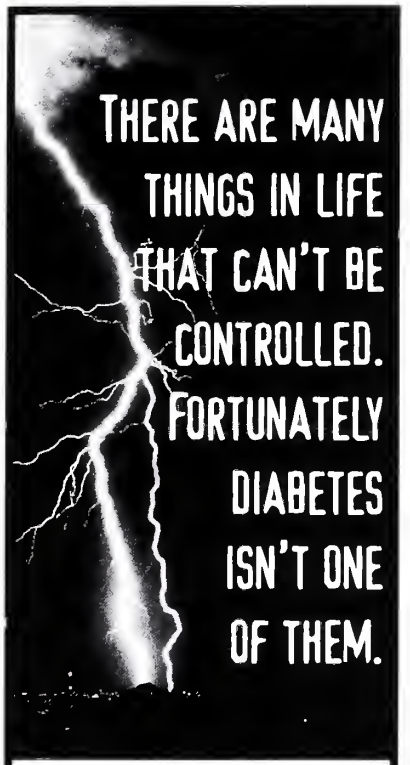
Newspaper Print PSA • Size: 3 col. ($6^{3}/_{8}$ in.) x 10 in. • 85 line screen • 03/99



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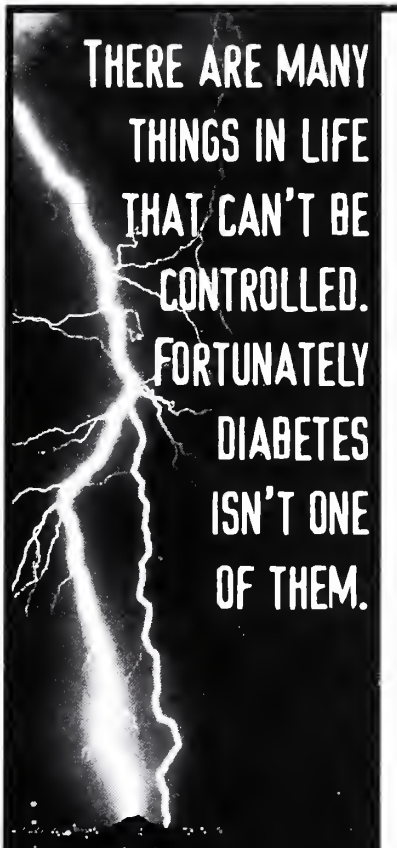

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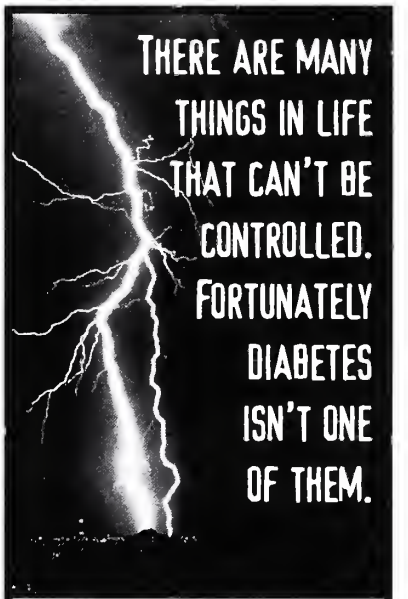

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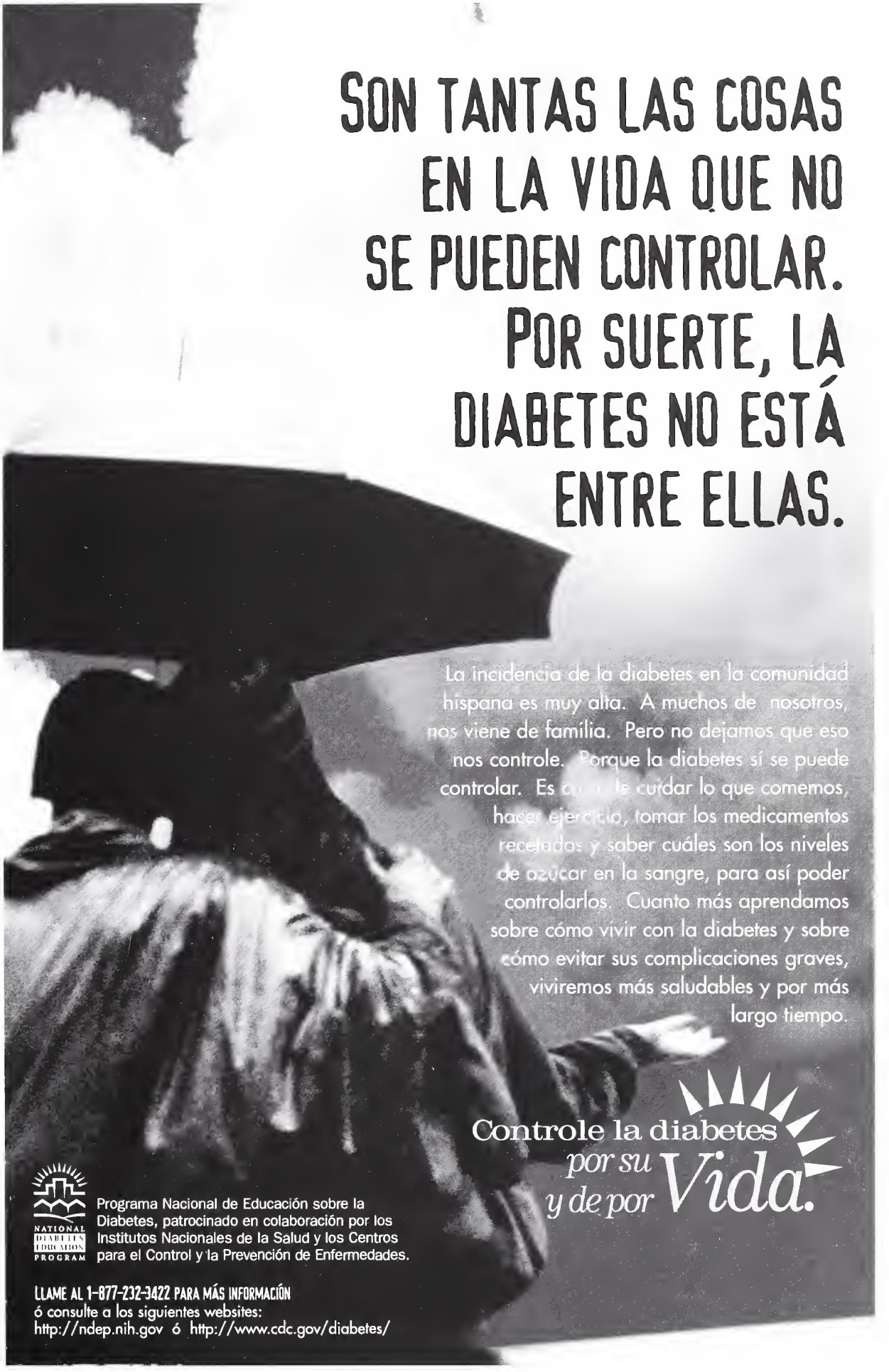
SON TANTAS LAS COSAS EN LA VIDA QUE NO SE PUEDEN CONTROLAR. POR SUERTE, LA DIABETES NO ESTÁ ENTRE ELLAS.
La incidencia de la diabetes en la comunidad hispana es muy alta. A muchos de nosotros, nos viene de familia. Pero no dejamos que eso nos controle. Porque la diabetes sí se puede controlar. Es cuestión de cuidar lo que comemos, hacer ejercicio, tomar los medicamentos recetados y saber cuáles son los niveles de azúcar en la sangre, para así poder controlarlos. Cuanto más aprendamos sobre cómo vivir con la diabetes y sobre cómo evitar sus complicaciones graves, viviremos más saludables y por más largo tiempo.
Controle la diabetes por su y de por Vida.
NATIONAL DIABETES EDUCATION PROGRAM
Programa Nacional de Educación sobre la Diabetes, patrocinado en colaboración por los Institutos Nacionales de la Salud y los Centros para el Control y la Prevención de Enfermedades.
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ó consulte a los siguientes websites:
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CONTROLE LA DIABETES POR SU VIDA Y DE POR VIDA.

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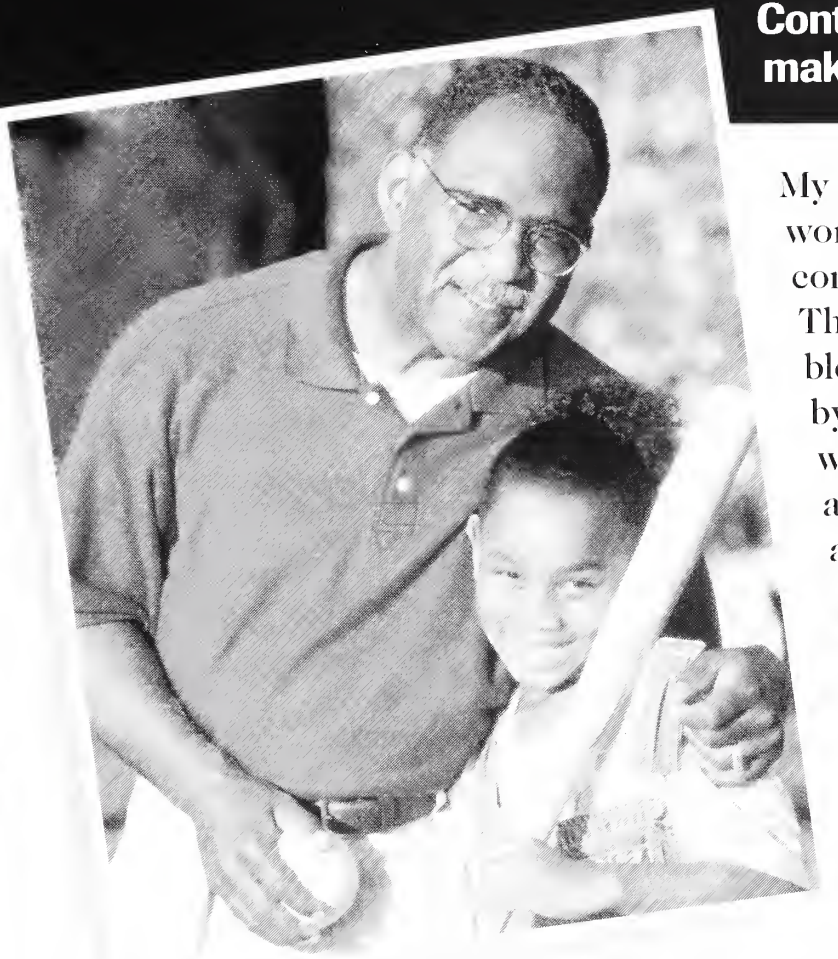
I control my diabetes so I'll be around to see the next Jackie Robinson.

Controlling diabetes makes a huge difference.



My granddaughter means the world to me. So I'm controlling my diabetes. That means I keep my blood sugar close to normal by watching what I eat and walking every day. I always take my medicine and test my blood sugar.

With my diabetes under control, I feel a lot better and have more energy. Best of all, I'm going to be around for my family... for my friends... for life.

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7"x10"

National Diabetes Education Program: "Jackie Robinson" Magazine Ad (100 line screen).
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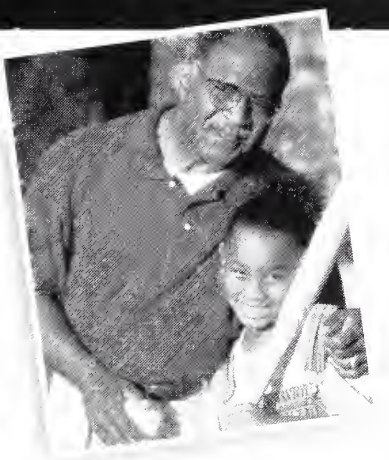

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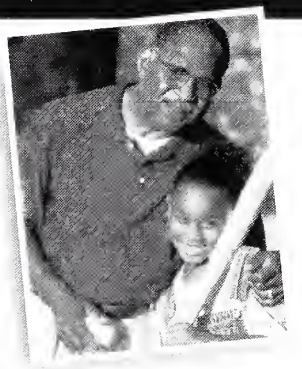

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National Diabetes Education Program: "Jackie Robinson" Magazine Ads (100 line screen).
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I'm controlling my diabetes – with a little help from my family.

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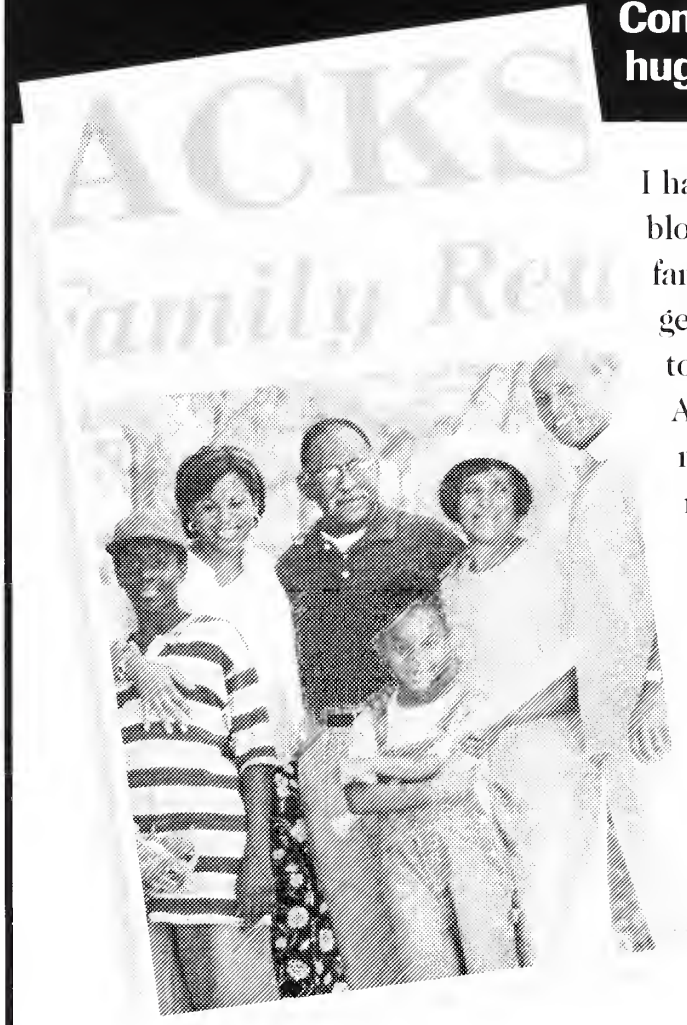

I have diabetes so I need to keep my blood sugar under control. My family is a big help, too. When we get together, they always remember to serve a variety of healthy foods. And the grandkids keep me moving – they like to walk with me whenever they visit. My wife reminds me to take my medicine and to test my blood sugar.

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National Diabetes Education Program: "Family Reunion" Newspaper Ad (65 line screen).
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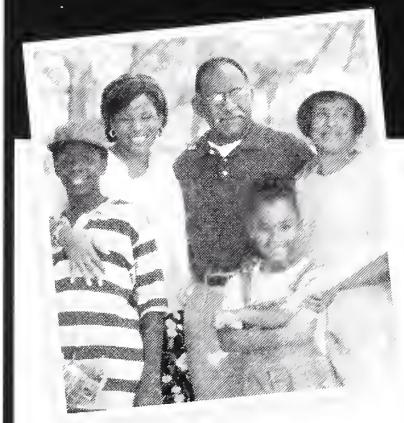

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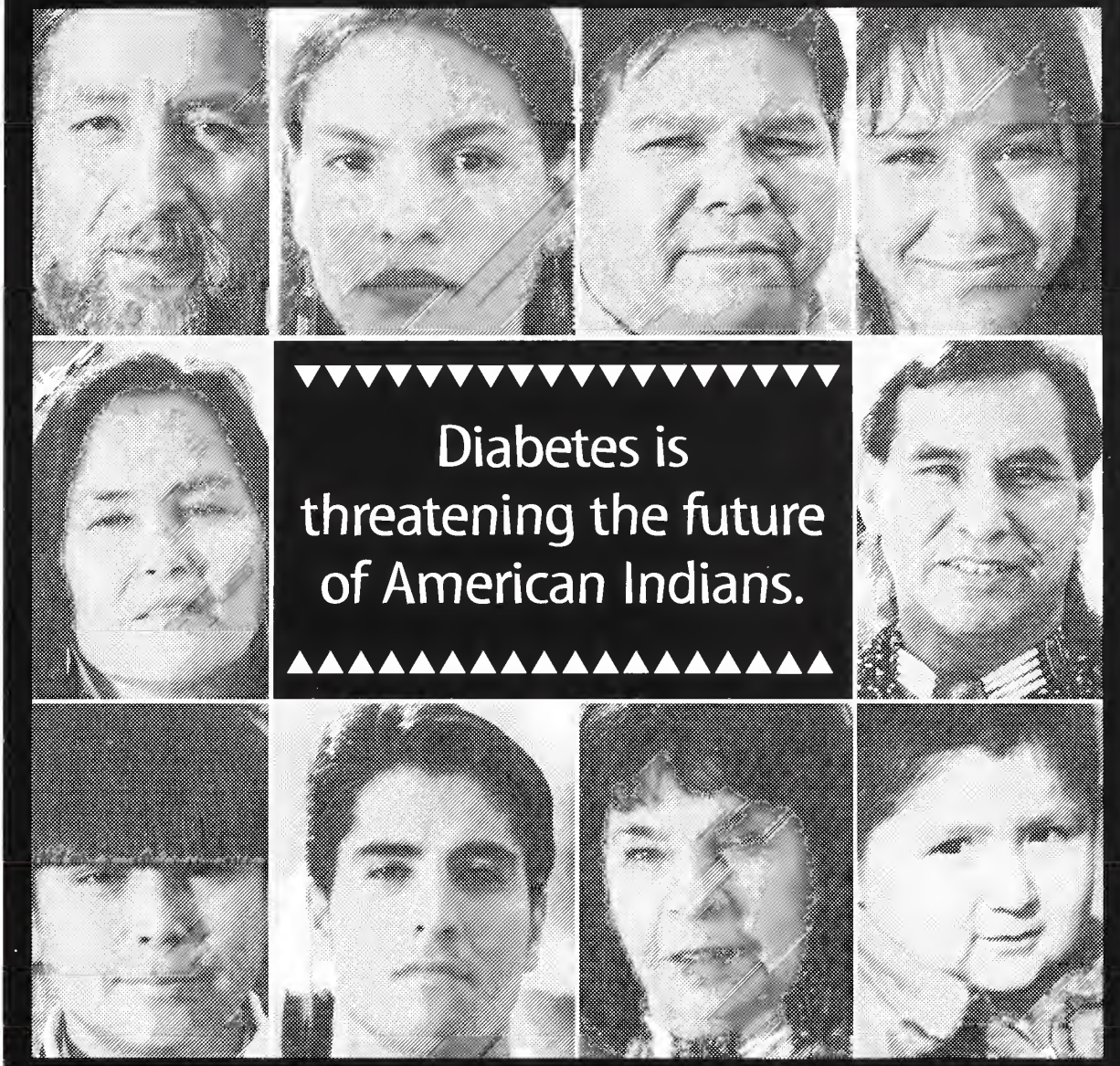

Diabetes is threatening the future of American Indians.

But we can fight it by controlling our blood sugar.

Diabetes is a disease that affects a large number of our people, causing blindness, amputations, kidney failure – even loss of life.

But we can fight it – by controlling our blood sugar. We can work to keep it close to normal by choosing healthy foods, staying physically active, taking our diabetes medication, and testing our blood sugar. And if you know people with diabetes, help them take these steps to keep their blood sugar under control.

We need to control our diabetes because our young ones look up to us. We must take charge of diabetes – for future generations.

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National Diabetes Education Program: "Future Generations" Newspaper Ad (65 line screen).
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NATIONAL DIABETES EDUCATION PROGRAM

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National Diabetes Education Program: "Threatening" Newspaper Ads (65 line screen).
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Control your diabetes for future generations.

The future of American Indians is threatened by diabetes. But we can fight it by controlling our blood sugar.

We can work to keep our blood sugar close to normal by choosing healthy foods, staying physically active, taking our diabetes medication, and testing our blood sugar. And if you know people who have diabetes, help them take these steps to keep their blood sugar under control.

As American Indians, we need to control our diabetes because our young ones look up to us. We must take charge of diabetes – for future generations.

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National Diabetes Education Program: "Future Generations" Magazine Ad (100 line screen)

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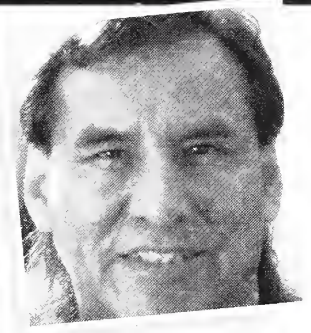

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National Diabetes Education Program: "Future Generations" Magazine Ads (100 line screen).
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"It's not always easy to manage diabetes, but you can do it."

"We know... because we have diabetes, too."

We all go through times when it's hard to manage our diabetes. But we keep trying – taking it one day at a time. When our diabetes is under control, we feel better and have more energy. We don't want to go blind, have kidney disease, or lose a foot or leg due to diabetes. So we do the best we can to keep our blood sugar close to normal.

That means we choose healthy foods and watch how much we eat – even at parties and traditional celebrations. We make time to fit regular exercise into our busy schedules. And we take our prescribed medications and test our blood sugar on a regular basis.

It's not always easy to control our diabetes, but we can do it. You can, too!

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National Diabetes Education Program: "Patient to Patient" Magazine Ad (100 line screen).
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Managing diabetes makes a huge difference.

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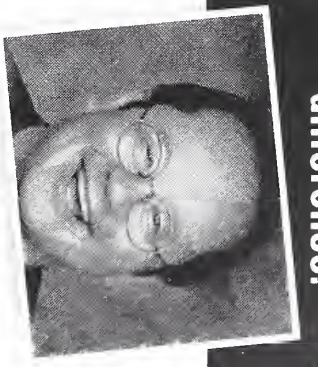
Managing diabetes makes a huge difference.



It's not always easy to manage diabetes, but I keep trying by taking it one day at a time.

For more information, please call 1-800-438-5383. Or visit us at http://ndep.nih.gov.

NATIONAL DIABETES EDUCATION PROGRAM

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

A PUBLIC SERVICE OF THIS PUBLICATION

2.25"x5"

National Diabetes Education Program: "Patient to Patient" Magazine Ads (100 line screen).
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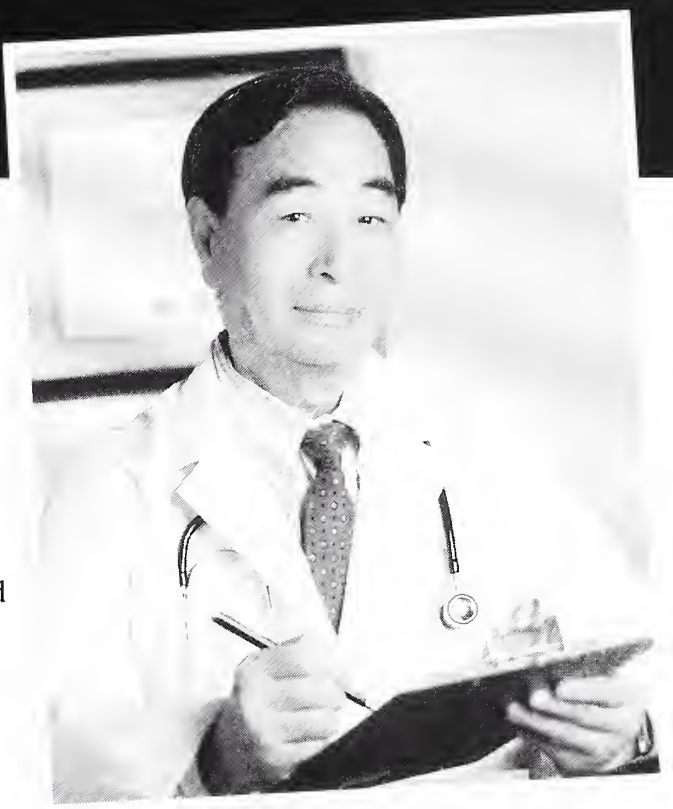
"Diabetes is a serious disease, but you can manage it."



Did you know that diabetes is the leading cause of adult blindness, kidney failure, and amputations? It also increases your chances of heart disease and stroke.

Diabetes is a growing problem for Asian Americans and Pacific Islanders. But you can manage your diabetes and stay healthy – now and in the future – by controlling your blood sugar levels.

I've seen first hand how controlling blood sugar levels makes a big difference in how my patients feel. If you have diabetes, keep your blood sugar close to normal by choosing healthy foods and getting regular exercise. Take your prescribed medications and test your blood sugar on a regular basis. And if you know people who have diabetes, give them the support they need to keep their blood sugar under control.

Manage your diabetes. You'll feel better and have more energy. Best of all, you will lower your chances for serious health problems later on.

Call 1-800-438-5383 to learn more. Or visit our web site at http://ndep.nih.gov for more information.

NATIONAL DIABETES EDUCATION PROGRAM

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

Control your diabetes. For Life.

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7"x10"

National Diabetes Education Program: "From the Doctor" Magazine Ad (100 line screen).
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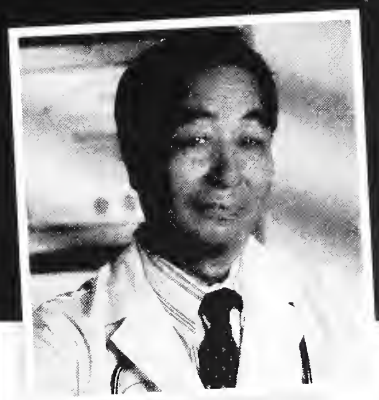
"Diabetes is a serious disease, but you can manage it."



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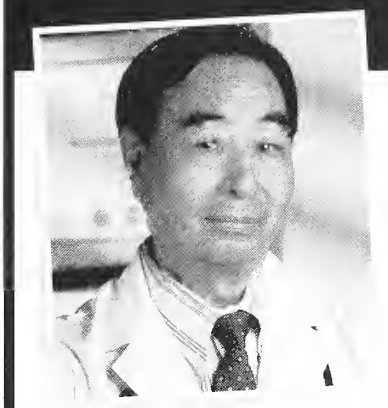

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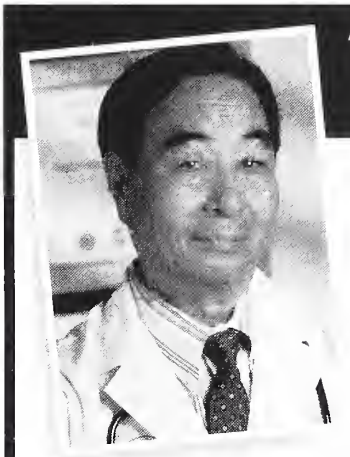
4.5"x4.875"

"Diabetes is a serious disease, but you can manage it."



Manage your diabetes. You'll feel better and have more energy. Best of all, you will lower your chances for serious health problems later on.

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NATIONAL DIABETES EDUCATION PROGRAM

A PUBLIC SERVICE OF THIS PUBLICATION

4.5"x2.5"

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NATIONAL DIABETES EDUCATION PROGRAM

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2.25"x5"

National Diabetes Education Program: "From the Doctor" Magazine Ads (100 line screen).
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I Control My Diabetes

SO I CAN ENJOY LIFE.

Enjoying life—that's what it's all about. Eating to control my blood sugar, taking my prescribed diabetes medication and getting regular physical activity are all helping me to control my diabetes and can help me live a longer, healthier life.

AND NOW, MEDICARE HELPS PAY FOR DIABETES EQUIPMENT AND SUPPLIES.

Medicare will now help pay for diabetes equipment and supplies for testing blood sugar, like glucose monitors, test strips and lancets. All Medicare beneficiaries with diabetes (both insulin treated and non-insulin treated) are eligible. You pay 20 percent of the Medicare-approved amount after the annual Part B deductible.

Control your diabetes. For Life.

HCFA MEDICARE • MEDICAID Health Care Financing Administration

NATIONAL DIABETES EDUCATION PROGRAM

Control your diabetes. For life.

To learn more about controlling diabetes and new Medicare benefits call **1-800-438-5383** or visit the Medicare web site at **www.medicare.gov**

- **Eat foods to control your blood sugar.** See a dietitian to create a meal plan that is right for you.
- **Check your feet** for cuts, blisters, red spots, and swelling. Call your health care provider right away about any sores that won't heal.

To Keep in Mind Along the Way

- **Stay at a weight that is right for you.** Ask your health care provider what you should weigh.
- **Treat low blood sugar quickly** with special tablets or gel made of glucose.
- **Don't smoke.** Talk to your health care provider about ways to quit.
- **Learn more about diabetes and diabetes self-care.** Ask your health care provider to suggest a dietitian and a diabetes educator to help you manage your diabetes.
- **Seek support from family and friends or join a diabetes support group.** Call your local hospital or health department to find a support group.

To Do With Your Health Care Providers

- **Write down your questions** and take them with you to each visit.
- **Ask for a hemoglobin A1c test** at least twice a year and know what your test result means.

- **Ask for** regular **blood pressure** checks, **cholesterol** tests, and other **blood fat** tests.
- **Have your feet, eyes, and kidneys checked** at least once a year or more often if you have problems.
- **See your dentist** at least twice a year. Tell your dentist you have diabetes.

3 Create An Action Plan to Control Your Blood Sugar

Three questions about my blood sugar control to ask my health care provider:

① What is my hemoglobin A1c goal? ____

② What is my blood sugar goal before meals when self-testing using a blood glucose meter? ____

③ What is my blood sugar goal at bedtime when self-testing using a blood glucose meter? ____

Three things I will work on over the next three months to control my blood sugar:

① _____

② _____

③ _____

Note: Select things that you really want to do. Here are two examples:
1. I will walk briskly around my neighborhood with a friend for 20 minutes every Monday, Wednesday, and Friday at 5:00 p.m.
2. I will eat the three vegetables included in my daily meal plan.

FOLD IN

The people who can help me do these things (e.g., friend, co-worker, health care provider):

① _____

② _____

③ _____

My three main reasons to keep my blood sugar in a good range:

① _____

② _____

③ _____

Note: Your goals will change over time, so be ready to change your current plan or write out a new one at least every three months. Then place your action plan where you will see it often. Do it today!

Control your diabetes. For Life.

Tips for Feeling Better and Staying Healthy

For more information, call 1-800-438-5383, or visit our website at: http://ndep.nih.gov or http://www.niddk.nih.gov

NATIONAL DIABETES EDUCATION PROGRAM

Sponsored by the National Diabetes Education Program

A joint program of the National Institutes of Health and the Centers for Disease Control and Prevention.

The Benefits of Controlling Diabetes for Life

Taking control of diabetes has many benefits. Keeping your blood sugar (also called blood glucose) levels in the normal range can make a big difference now and in the future.

In the SHORT RUN, you will:

- Feel better.
- Stay healthy.
- Have more energy.
- Prevent the signs and symptoms of high blood sugar such as: feeling very thirsty and tired; urinating often; losing a lot of weight; having blurred vision; and having cuts or bruises that are slow to heal.

In the LONG RUN, you will:

- Lower your chances of having diabetes problems such as eye disease, kidney disease, and nerve damage.
- Enjoy a better quality of life.

An Action Plan for Blood Sugar Control

There are many steps you can take to **control your diabetes for life**. Follow this three-part action plan to get your blood sugar under control:

1. **Know your blood sugar numbers.** Get a complete picture of your blood sugar control with the hemoglobin A1c test and the finger-stick test using a blood glucose meter.
2. **Reach your blood sugar goal.** Make healthy lifestyle choices with the help of your health care provider.
3. **Keep your blood sugar under control.** Create an action plan to stick with your self-care goals.

1 Know Your Blood Sugar Numbers... 2 Tests to Measure Blood Sugar Control

To control your diabetes, you **must know your blood sugar numbers**. Testing your blood sugar is the only way to know whether your blood sugar is too high, too low, or just right.

There are two different tests to measure your blood sugar:

1. The **hemoglobin A1c test** (pronounced hē'mĕ-glō'bĭn A-one-C) measures your blood sugar control **over the last 3 months**. It is the **best way** to know if your blood sugar is under control.
2. A **finger-stick test** you do yourself using a blood glucose meter measures your blood sugar **at the time you test**.

   You need **both** tests to get a complete picture of your blood sugar control.

The Hemoglobin A1c Test: The Best Test for Blood Sugar Control

The hemoglobin A1c test is a simple lab test that shows the average amount of sugar that has been in your blood **over the last 3 months**. Your health care provider does the test by taking a small sample of your blood and sending it to a lab. The hemoglobin A1c test shows if your blood sugar is close to normal or too high. It is the **best test** for your health care provider to tell if your blood sugar is under control.

Hemoglobin A1c Testing Goal

The hemoglobin A1c goal for people with diabetes is **less than 7 percent**. A change in your treatment plan is almost always needed if your test result is over 8 percent.

FOLD OUT

The Finger-Stick Test: For Testing Your Own Blood Sugar Using a Blood Glucose Meter

A finger-stick test is a simple test you can do using a blood glucose meter to check changes in your own blood sugar. The finger-stick test tells you what your blood sugar is **at the time you test**.

Finger-stick testing using a blood glucose meter helps you see how food, physical activity, and diabetes medicine affect your blood sugar. The readings you get from these tests can help you manage your diabetes day by day or even hour by hour. Keep a record of your test results and review it with your health care provider.

Finger-Stick Testing Blood Sugar Goal

Ideal goals for most people with diabetes when finger-stick testing using a blood glucose meter are:

Before Meals	80-120 mg/dl
At Bedtime	100-140 mg/dl

Your blood sugar goals may be different from these ideal goals. Ask your health care provider what goals are best for you.

2 Reach Your Blood Sugar Goal...Tips to Control Blood Sugar

To Start

- **Test your blood sugar.** Ask your health care provider when and how often.
- **Keep a record** of your blood tests, medicines, and daily events. Review the record with your health care provider.
- **Take your diabetes medicine** as prescribed.
- **Get physical activity.** If you haven't been active, start slowly. Good activities are walking and swimming.

Does my insurance pay for self-testing supplies?
In 1998, Medicare will start paying for finger-stick testing supplies for people with diabetes. If you have Medicare insurance, ask your health care provider for details.

Take Control of Your Blood Sugar.

1. Go over this brochure with your health care provider and ask for a hemoglobin A1c test at least twice a year.
2. Test your own blood sugar using a blood glucose meter as often as needed.
3. Talk to your health care provider about **your** blood sugar goals for the hemoglobin A1c test and the finger-stick test using a blood glucose meter.
4. Eat the right foods, exercise, and take prescribed medicines to keep your blood sugar under control.
5. For more information, call 1-800-438-5383.

Control your diabetes. *For Life.*

Sponsored by the National Diabetes Education Program
A Joint Program of The National Institutes of Health and
The Centers for Disease Control and Prevention
NIH Publication No. 98-4350
July 1998

Fold Here

Know Your Blood Sugar Numbers: The ABCs of Testing for Blood Sugar Control

Taking control of your diabetes can make you feel better and stay healthy. Lowering your blood sugar (also called blood glucose) by any amount lessens your chances of getting diabetes eye, kidney, and nerve disease. To control your diabetes, you must **know your blood sugar numbers**.

There are two different tests to measure your blood sugar:

1. The **hemoglobin A1c test** (pronounced hē'mĕ-glō'bĭn A-one-C) measures your blood sugar control **over the last 3 months.** It is the **best way** to know if your blood sugar is under control.
2. A **finger-stick test** you do yourself using a blood glucose meter measures your blood sugar **at the time you test.**

You need **both** tests to get a complete picture of your blood sugar control.

The Hemoglobin A1c Test: The Best Test for Blood Sugar Control

What is the hemoglobin A1c test?

The hemoglobin A1c test (also called H-b-A-one-c) is a simple lab test that shows the average amount of sugar that has been in your blood **over the last 3 months**. Your health care provider does the test by taking a small sample of your blood and sending it to a lab.

Why should I have a hemoglobin A1c test?

The hemoglobin A1c test is the **best test** for your health care provider to tell if your blood sugar is under control. This test shows if your blood sugar is close to normal or too high.

What is a good hemoglobin A1c testing goal?

The hemoglobin A1c goal for people with diabetes is **less than 7 percent**. If your test result is less than 7 percent, your treatment plan is probably working and it is likely that your blood sugar is under good control.

A high hemoglobin A1c is one that is **greater than 8 percent**. A high test result means that you have a greater chance of getting eye disease, kidney disease, or nerve damage. If your test result is greater than 8 percent, you may need to work with your health care provider to change your treatment plan.

How often do I need this test?

Ask your health care provider for a hemoglobin A1c test **at least two times a year.** Get the test more often if your blood sugar stays too high or if your health care provider makes any change in your treatment plan.

Go over this brochure with your health care provider. Ask about the hemoglobin A1c test and what your test result means.

The Finger-Stick Test: For Testing Your Own Blood Sugar Using a Blood Glucose Meter

What is a finger-stick test?

A finger-stick test is a simple test you can do using a blood glucose meter to check changes in your own blood sugar. The finger-stick test tells you what your blood sugar is **at the time you test**.

Why should I do this test?

Self-testing helps you see how food, physical activity, and diabetes medicine affect your blood sugar. The readings you get from these tests can help you manage your diabetes day by day or even hour by hour. Keep a record of your test results and review it with your health care provider.

What is a good self-testing blood sugar goal?

Ideal goals for most people with diabetes when self-testing using a blood glucose meter are:

Before Meals	80-120 mg/dl
At Bedtime	100-140 mg/dl

Your blood sugar goals may be different from these ideal goals. Ask your health care provider what goals are best for you.

How often should I do this test?

Finger-stick tests are usually done before meals and/or at bedtime. Ask your health care provider how often to test your blood sugar.

If I test my own blood sugar using a blood glucose meter, do I still need the hemoglobin A1c test?

Yes. The results of each test will tell you and your health care provider whether your blood sugar is under control. Talk to your health care provider about how often you need each test.

Suggested Citation:
Centers for Disease Control and Prevention. A Diabetes Community Partnership Guide. Atlanta, Georgia: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, 1999.

NDEP-21

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